



guest  
columnist

Our keys to the future  
of distribution

By Marci Brown

At Salon Services, owned by **Sydney Berry** and **George Learned**, we conscientiously create sustainability. Everything we do minimizes the negative impact that our core operations have on the environment and the communities where we operate. From the reusable packing materials we use for every shipment to the solar panels that power our offices, reducing, reusing and recycling are our commitments to do business in ways that are good for people and the planet.

We have reduced our carbon footprint by:

- **Installing LED lights in our corporate facility.** They're more energy efficient and have a 25-year life span.
- **Using a paperless accounting department,** which includes emailing all invoices to our customers.
- **Installing solar panels** on our roof to power our entire corporate headquarters. In 2018, we produced 34,326 kwh in solar energy. That is enough to power three homes for an entire year!
- **Using totes versus boxes** for our weekly showroom deliveries. We have also reduced our carbon footprint by reusing totes and minimizing packing.
- **Partnering with Green Circle Salons** to recycle salon waste from our classes and recover up to 95% of the resources that were once considered waste, such as hair, leftover hair color, foils, color tubes, aerosol cans, paper and plastics.
- **Installing a cardboard shredder** to recycle our boxes. Then, we use them as packing material. With this flexible, shock-absorbing material, we can protect and safely ship our customers' orders without plastic bubble packing materials. This both reduces waste and creates easier recycling for our salon customers, too!

THE MEDIA OF RECORD FOR THE PROFESSIONAL BEAUTY BUSINESS

highlights

Alcohol and beauty follow similar paths	3
Pro appliance sales grew 3% in 2018	4
We must attract people to our industry	6
New Mass. education program	7
Happy 50th Anniversary, W.R. Rayson!	8
BIR's 2019 Cosmoprof Preview	10
Myriam Clifford joins LeChat	33
Industry mourns Jeffrey Davidson	36
Jim Markham consults on Tarantino film	48
Pasquale Russo acquires SUDZZfx	48

Visit [bironline.com](http://bironline.com)

Check out BIR's updated  
2019-2020 Show Calendar!

This is your newsletter, and we welcome your feedback! Tell us how we can help you.

Jayne Morehouse, CEO [Jayne@BIRonline.com](mailto:Jayne@BIRonline.com)  
Liz Messaro, Executive Editor [Liz@BIRonline.com](mailto:Liz@BIRonline.com)  
phone: 440-846-6022, fax: 440-846-6024

Connect with us for breaking news



Mane St.

by Jayne Morehouse  
CEO, Beauty Industry Report



Welcome to **Beauty Industry Report's 2019 Cosmoprof North America Preview**, the industry's most comprehensive overview of what you can expect

to find at this mega show in Las Vegas.

From our preliminary research, the hot story on the show floor is CBD in everything from hair-care and skin-care products to wellness regimens. Skin care, in general, is a hot category, with lines ranging from natural to clinical waiting for you to explore. Dryers and irons are getting lighter, faster and techier. And there are more natural and vegan products at CPNA than I've ever seen.

What types of products are you seeking at the show? Let us know what you find and we might feature your comments in our follow-up report. You can follow my coverage live on our Facebook page. Find me at the show, and I'll take your picture!

See you on the show floor!

Jayne

## guest columnist

Guest column cont. from page 1

We have added new technology to our Distribution Center to improve efficiencies and our same-day shipping through our Warehouse Management System, which controls warehouse operations from the time a product enters our warehouse until it is shipped out. For example, WMS shows us bin locations needing replenishment. We can restock locations and reduce inefficiencies, finding empty locations, restocking and then fulfilling an order. This enhances our ability to get orders out the door! WMS also improves our efficiencies in "dock to stock."

We also use FastFetch, a picking solution that improves our productivity by fulfilling multiple orders with a single pass through a picking area. Our cart system combines lights, voice and wireless barcode scanning to give us fast and accurate order fulfillment in a hands-free, eyes-up way. Fast Fetch takes us from picking 60 lines to 180, tripling capacity!

Accurate shipments are important to us and our customers. Our new camera takes



pictures of shipments before they are sealed, allowing customer care to access those pictures when shortages are reported to speed up the time it takes to resolve those claims.

*Marci Brown began her beauty industry career over 15 years ago. As marketing manager for Salon Services and Supplies, Marci is known for her expertise in branding strategies that improve customer experiences and engagement. Reach her at [mbrown@salonservicespro.com](mailto:mbrown@salonservicespro.com). Visit [salonservicespro.com](http://salonservicespro.com).*

BIR invites you to become a Guest Columnist and give us your take on a relevant topic. For consideration, send your thoughts in 475 words, plus a one-paragraph bio and your headshot no smaller than 300 dpi at 5 x 7 inches to [liz@bironline.com](mailto:liz@bironline.com). We will edit your column for style and space.

## watch list

**25 Black Women in Beauty celebrated its launch with a private dinner, featuring some of the most powerful Black female executives, entrepreneurs and influencers in the beauty industry.** The inaugural dinner, sponsored by **Rémy Martin XO**, featured moving introductions by each guest, innovative ideas for collaborations and a commitment to continued growth and excellence.

Guests included **Sarah Curtis-Henry**, senior vice president and general manager, **Fresh**; **Sharon Chuter**, founder of **Uoma Beauty**; **Kahlana Barfield Brown**, former fashion and beauty editor turned mega influencer; **Karla Evans-Davis**, senior director of integrated marketing and media at **Ulta Beauty**; and supermodel **Veronica Webb**, the first African-American model to land a major cosmetics contract.

Created by beauty executives **Cara Sabin** and **Ella T. Gorgla**, 25 Black Women in Beauty's mission is to celebrate, elevate and promote Black women in the beauty industry through constructive, intentional collaboration and networking, while inspiring one another toward collective greatness.

Women of color are projected to be the majority of all women in the workforce by 2060 and generate over \$1 trillion in consumer spending power. As entrepreneurs, they contribute \$361 billion in revenue to the economy, launching new companies at quadruple the rate of all women-owned businesses.

"We all know that women of color represent a huge financial opportunity for the beauty industry," says Cara. "Ultimately, to truly connect with them, it's imperative our influence as executives, innovators and creators is further amplified. Representation matters and it needs to be visible."

In beauty specifically, the spending power of Black women in the United States is a staggering \$7.5B according to an *Esence* study, which is 80% more in cosmetics and twice as much in skin care versus non-Black consumers. A 2018 Nielsen study also spoke to the sheer influence of Black women,



from left: Co-founder of 25 Black Women in Beauty, **Cara Sabin**, VP of Marketing **NARS Cosmetics**; **Jacque Reid** of *NBC NY Live*; **Kahlana Barfield Brown**, mega influencer; **Melissa Butler**, founder/CEO, *The Lip Bar*; and **Karla Evans-Davis**, senior director at **ULTA**.

noting that "Black consumer choices have a 'cool factor' that has created a halo effect, influencing not just consumers of color, but the mainstream, as well."

"25 Black Women in Beauty will serve as a space for collaboration, mentorship and perhaps most importantly, a source of inspiration for

corporate professionals, entrepreneurs and influencers," adds Ella. "There is strength in numbers, and it's important that we know we exist."

Throughout the evening, guests were treated to three signature Rémy Martin XO cocktails paired with a decadent dinner that concluded with a signature Rémy Martin Opulence Table reveal where honorees sipped Rémy Martin XO paired with Nutella macaroons and orange chocolate truffles. It was an indulgent ending to an evening celebrating the collective success of these bold women in beauty.

By evening's end, each honoree received a special crystal diamond award to commemorate their achievements. For more information and collaboration opportunities, visit [25bwb.org](http://25bwb.org).



Actor Michael Kelly (right) shows disdain for people who take their hair for granted. BIR got a kick out of the entertaining commercial, which is airing on TV, digital, pre-roll, social and radio. Check it out: <http://bit.ly/2JGft5d>

**Regis Corporation's Supercuts recently launched a new campaign, part of its larger shift and investment in strategic marketing.** It stars House of Cards' actor **Michael Kelly**, who reminds us to appreciate our most undervalued asset: our hair.

The cross-channel campaign, created in partnership with **TBWA\Chiat\Day Los Angeles**, includes a series of films that leverage Michael's humor to highlight Supercuts' own love of hair. Fueled by the insight that many men are caring more about their appearance than ever before, Michael humorously speaks to the importance of taking care of your hair—from the perspective of someone—him—who no longer has it.

"Supercuts has always challenged the notion that quality haircuts have to come at a high price," says **James Townsend**, chief marketing officer of Regis Corporation. "Right now, it's as true as ever. While other brands in the category lean on gimmicks or price tactics, we're laser focused on delivering the highest quality haircuts from stylists who benefit from our amazing training and support ecosystem. We're introducing an awesome new voice for the brand, and what better way to kick things off than with the unmatched talent and humor of Michael Kelly."

The campaign is part of a larger shift by Supercuts and parent company Regis to invest in marketing, technology and merchandise that meet the needs of today's

consumer. Those changes are part of an effort to reinvigorate the brand's creative approach to marketing communications to resonate with consumers, and to establish the brand voice—and humor—in the value-salon category. Visit [supercutsfranchise.com](http://supercutsfranchise.com).

**The direct-to-consumer model is infiltrating the alcohol industry, writes Cale Guthrie Weissman in an article on digiday.com. The distribution change holds many parallels to professional beauty.**

According to Cale, "New alcohol brands, both independently owned or part of bigger conglomerates, are using online content and marketing strategies to appeal to younger demographics by applying a DTC sensibility to booze, one category that—unlike mattresses, razors, athletic wear, beauty and household products—has only recently seen the rise of direct-to-consumer contenders."

Not unlike professional beauty products' journey from manufacturer to consumer, "alcohol relies on a three-tier model. It essentially means that booze makers are forced to sell to alcohol distributors, who then sell to retailers," Cale writes. "This has made it so that only the select brands are given the opportunity to have national distribution. U.S. law, however, says that wine and other lower-alcohol beverages are able to circumvent this system and sell directly to consumers."

Cale cites **Rob McMillan**, executive vice president and founder of Silicon Valley Bank's wine division, who says that because of the nature of alcohol distribution—more specifically, the fact that there are so few distributors who control the majority share of what's put on store shelves (sound familiar?)—fine winemakers have been forced to sell their products direct. For the centuries-old alcohol market, an industry-wide digital rebranding is still in its early stages. As more small brands see success by bucking traditional trends, a new playbook will be laid out. Find the full article at <https://digiday.com/retail/direct-consumer-coming-alcohol-industry/> and let us know what you think.

**Dotcom Distribution's third annual eCommerce consumer survey reveals that luxury shoppers are unified by their purchases, similar to the way other shoppers are unified by demographics.**

For example, compared to non-luxury shoppers, they're more willing to pay extra for faster shipping, more likely to be positively influenced by giveaways and gift-like packaging, more likely to share photos of videos of well-presented packaging on social media, and more likely to purchase from brands that use sustainable packaging materials. This group also made more online purchases year over year. Findings include:

- 44% of 2019 survey respondents reported making beauty/cosmetics purchases, up from 41% last year.
- 22% of 2019 survey respondents preferred purchasing beauty/cosmetics items in-store vs. online compared to 32% last year.
- Shoppers are making a majority of purchases online, most often on Amazon—49% did a majority of their shopping online, and 57% did most of their online shopping on Amazon, up 13% from last year's survey.

**Convenience was the top reported motivator to shop online (49%), followed by lower prices (26%).**

Shipping costs and delivery speed are weighed more heavily in purchase decisions than in years past: 58% said shipping costs greatly impact their decision to make an online purchase (up 5% YOY) and 62% said free shipping most influences their decision to be a repeat customer.

Most shoppers (62%)—especially younger ones (74% of shoppers 18-29)—are more likely to patronize brands that use sustainable packaging materials. 80% reported being bothered by oversized packaging; of that group, 38% reported being "extremely bothered."

**There was also a major shift in shoppers' preference to buy online/return in-store, which coincides with the new Amazon-Kohl's store returns partnership.**

For more information, you can download the full free report here: <http://bit.ly/2Jm0i8G>.

*News cont. on page 4*

News cont. from page 3

## trends

### Manufacturer sales for the professional salon industry's appliances category grew 3.0% in 2018, according to the new 2018 Professional Salon & Pro Beauty Industry Appliances & Shears Study from Professional Consultants & Resources, the U.S. salon and professional beauty industry's leading strategic consulting, market intelligence and data research company.

That rate of growth is twice the growth of the salon industry's overall growth during 2018. Sales to the mega salon-store and salon-store market segments posted a growth rate of 12.5%. This comprehensive study reports on sales of professional hair dryers, curling/flat/styling irons, trimmers, clippers and shavers to professional salons and stylists, **Sally Beauty** and gray-market outlets. It also includes a section on shears, covering major trends and market influences, categories and segments. A 5-year historical review and 5-year growth projections are included, along with market needs of both stylists and consumers. The study audits leading salon industry beauty store stocking by brand and by manufacturer, while tapping the expert resources of veteran executives in the professional salon appliances market. New brands such as **Dyson Pro** are tracked.

"Salon appliances continued their hot streak as a leading growth category in the professional beauty industry for the tenth consecutive year," says **Cyrus Bulsara**, president of Professional Consultants & Resources. "As a result, major professional softgoods salon companies have entered hardgoods, now identified as a high-margin, high-profit category. A major struggle for industry domination and leadership at the top continued during 2018, with **Conair** leading pro market sales by dollar volume for the fifth straight year. Significant erosion occurred with some major brands, as new entries increased their market shares and captive store brands diminished in share."

The Top 10 professional salon appliance companies by dollar volume are **1. Conair** (BaByliss, Aquage, Italia Brava, BeLissPro, Jilbere, Rusk, One N' Only/Argan, Mira Curl, Volare, Forfex); **2. Helen of Troy** (Hot Tools, Belson, NextGen, Gold N' Hot, Revlon, Sassoon, Brazilian Heat, Laila Ali, TIGI); **3. Andis**; **4. Farouk Systems** (CHI, BioSilk, Esquire, Dura); **5. Wahl** (Sterling); **6. John Paul Mitchell Systems** (JPMS Pro Tools, Neuro, Express Tools); **7. Oster**, a division of **Newell-Rubbermaid/Jarden**; **8. Sally Beauty Brands** (ION, Power IQ, GVP, Tool Science); **9. GHD**, a **Coty Professional** company; and **10. Remington**, part of **Spectrum Brands**.

Note: The above rankings are based on sales of styling appliances, plus clippers, trimmers and shavers. A Top 10 list based only on styling tools and blow dryers would include **Turbo Power PIBBS**, **T3 Micro** and **In Styler**.

Some key findings and growth drivers influencing appliance sales during 2018:

- **Professional channel curling and flat iron sales grew at 3.9%; blow dryers grew 2.5% and clippers/trimmers at 3.3%.**

- **Style trends continued to drive appliance demand for curling and specialty irons.** The sustained strength of flat iron sales was aided by innovations, which include digital heat control technologies and 24K gold iron surfaces.

- **Growth of chair and suite rental salons contributed to the importance of full-service distributor stores, such as SalonCentric, CosmoProf/Armstrong McCall, etc.** Suites utilizing upscale hardgoods are the fastest-growing segment.

- **Continuing gray market diversion accounted for nearly 26.0% of all appliance sales,** with "exclusive" salon lines now available at **QVC, HSN, Sephora, Target, Bloomingdale's, Nordstrom** and other mass and department store retailers.

- **Helen of Troy reported decreases in its overall personal care business,** but strength in pro branded appliances.

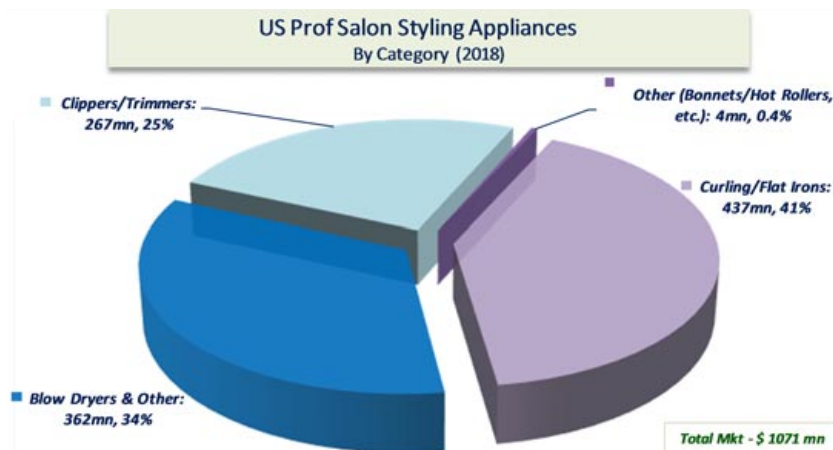
- **New premium and deluxe tool features resulted in higher prices** and offset sales of lower-priced store brands.

- **Farouk (CHI/BioSilk brand), ranked fourth in overall pro distribution and third in styling appliances, maintained share.**

- **The study reviews major clipper/trimmer market leaders, including Andis, Wahl, Oster and Conair (BaByliss/ConAir/Forfex).**

- **The 2018 study features an in-depth category report on the entire professional shears market.**

The study reports trade advertising data for appliances and shears, along with an analysis of promotions. A special section reveals market shares and significant changes at top companies and lists more than 130 North American brands. Contact Cyrus at [cyrus.bulsara@proconsultants.us](mailto:cyrus.bulsara@proconsultants.us) or visit [proconsultants.us](http://proconsultants.us).





**Perfect Corp. hosted the Global Beauty Tech Forum at Metropolitan West in New York City in partnership with leading specialized talent agency, 24 Seven.**

As the second stop on a global tour from Tokyo to New York, the Global Beauty Tech Forum gathered thought leaders behind the world's leading brands across beauty, retail, technology and media for a look at the future impact of artificial intelligence (AI) and augmented reality (AR) beauty technologies on the ever-evolving consumer journey.

**Perfect Corp.** founder and CEO, **Alice Chang**, showcased AI technologies as the key differentiator enabling the highly interactive, personalized beauty experiences that are being implemented across omnichannel touchpoints for brands, retailers and media. Alice emphasized how AI and machine learning technologies are the gateway to delivering the personalized beauty solutions that our modern-day consumer craves. She demonstrated how AI enables custom product and look recommendations, which would not be possible with AR alone.

Alice also shared the stage with **Estée Lauder** Global Brand President, **Stéphane de La Faverie**, to discuss how one of beauty's biggest powerhouses is embracing beauty technology and quickly adapting it to their consumer. "Our goal at Estée Lauder has always been to create and deliver high-touch experiences to everyone who interacts with the brand," explained Stéphane. "Now this experience has been enabled by high-tech AI and AR to create a more engaging, more personalized journey for our customers. While we have always focused on innovating our products and services with partners like Perfect Corp., we can now also innovate and elevate the consumer experience."

Panels included a discussion with leaders from **Estée Lauder**, **COTY**, **Benefit Cosmetics** and **Neutrogena**, showcasing how brands are integrating AI technology into their consumer shopping journey.

"At Benefit Cosmetics, we strive to use Brow Try-On in two distinct ways, building the most realistic and personalized brow experience out there, so new customers can

understand the transformative power of their brows and to meet our customers where they are, on mobile web. Thus far, we've integrated Brow Try-On into 60+ websites, including a test pilot with Ulta Beauty in-stores," shared Associate Director, Global Digital Marketing at Benefit Cosmetics, **Emily Dybwad**.

A retail panel discussion featured Ulta Beauty, SAP and Perch, who spoke to the innovative ways retailers are creating new-concept, experiential shopping online and offline to drive sales. The conversation touched upon the omnichannel presence and implementation of AI and AR technologies that are emerging in the retail space and the ways brands are best leveraging these types of innovation.

"The Experience Economy is the next wave of disruption for beauty brands and retailers. Companies are disproportionately rewarded when they deliver great experiences and absolutely punished when they do not," SAP's Industry Executive Adviser, **Matt Gardner** said. "This is why market leaders have prioritized Experience Management—bringing together real-time Operations (O-Data) and Experience (X-Data) into a single system-of-action—to truly differentiate their offerings, delight their customers and fully capitalize on new ideas, capacities, and trends," he added.

"There are many innovative ways to augment our guests' experiences, both online and in-store, and our recent tests are showing that when digital and physical journeys connect, they are indeed beautiful!" shared Ulta Beauty VP, Digital Innovation, **Michelle Pacynski**.

A discussion on how beauty technology is being leveraged in the media space featured a panel from **Allure**, **Popsugar**, **Meredith Corp.**, **InStyle** and **DotDash**. It focused on the creative ways that media platforms are utilizing beauty technology to bring their content to life in a whole new way.

"At Meredith Corp., we are excited about the evolution of augmented reality. With Web AR, we're able to deliver augmented reality experiences in traditional banner ads

and via smart codes without the need for an app. This step is a testament to how technology can continue to enhance ROI for our clients. By putting digital assets into your physical world with augmented reality, we can drive pre-purchase trial of new products, use a portal to transport you to another world, and truly make storytelling experiential again. In the July issue of *InStyle*, we used augmented reality to allow consumers to try on and purchase editorial beauty looks directly from a smart code in the pages of the magazine, and within the articles on InStyle.com," shared Director of Innovation, Meredith Corp., **Joelle Mefford**.

Throughout the event, guests were invited to experience the advancements happening in beauty technology first hand through the Technology Showcase, which included activations from **CyberLink's FaceMe, 24 Seven, Meredith Corp., Perch, SAP, Social Vend** and **Chic Sketch**. This interactive experience also included a preview of Perfect Corp.'s new advancements, including:

- **AI Beauty Assistant**—AI deep learning and big data for personalized-look recommendations,
- **AI Product Recommendation**—re-create makeup looks from photo or real life styles.
- **AI Spot Scan**—3-sided facial diagnostic to detect pimples, blackheads and pigmentation,
- **AI Smart Shade Finder**—detects **89,969** human skin tones for shade match product recommendations,
- **360-degree AI Live Hair Color**—true-to-life AI live hair color effects (new hair color features!),
- **In-store Consultation with Face AI**—insight into valuable customer details with real time traffic monitoring and analysis.

Shared Alice Chang, "At the heart of our innovation, we have tried to remain true to our beauty consumer and make sure the solutions work for how she shops and interacts with products. Our approach to technology and innovation has always remained consumer-centric." Visit <http://beautytechforum.perfectcorp.com>.

*News cont. on page 30*

# Our industry must attract more people By Gordon Logan

The professional beauty industry has been regulated by individual states for decades, with changes coming slowly and incrementally, for the most part. Many laws, rules and regulations were written decades ago and have been added to, modified and fiddled with, which, in many—if not most—cases, has resulted in a hodge-podge of confusing and sometimes conflicting guidelines. This has come to the attention of many state legislatures.

This has resulted in more and more calls to deregulate our industry entirely or drastically reduce the hours for licensure to 500 or less (Florida, for example), as part of a groundswell movement to streamline government rules and regulations, driven by a desire to trim state budgets and a revolt against over-regulation of all types. Often cited are the difficulties stylists have in transferring their license from one state to another; it's more difficult for stylists to transfer their license to another state than it is for registered nurses or CPAs.

Obviously, this is not logical. Hair and sanitation needs are the same in California as they are in New York!

The obvious question is why can a stylist get licensed in New York, Vermont, Massachusetts and now Texas (and in some high school cosmetology programs) after 1,000 hours, whereas some states require 2,000 hours or more? It is common for our critics to compare the number of hours to become a qualified EMT or policeman (both less than 1,000 hours in most states) to the hours required for a cosmetology or barber license.

A study conducted by an independent research firm (funded by the International SalonSpa Business Network, Professional Beauty Association and the American Association of Cosmetology Schools) documented that there is no benefit to students to attend programs longer than 1,000 hours: There is no correlation between length of program and graduation rates, passing rates on exams or earnings. And schools survive and thrive in low-hour states, just as they do in

high-hour states; in fact, schools that operate in multiple states often find that their schools in the low-hour states are the most profitable.

There are going to be large-scale disruptions in the work force over the next 10 years, due to robotics and automation. Millions of jobs are going to be eliminated, and these workers will need to be re-trained for alternative careers. These are not people who have wanted to be a stylist since they were eight years old—these retrained workers are going to evaluate career options carefully, measuring how long it takes to become qualified (or licensed), how much the training costs and

**“If we want to attract more people to our industry, reducing the number of hours will do that and much more.”**

how much they can expect to earn—short and long term. If our industry doesn't rationalize the way we train our stylists and set the hours to be licensed at the lowest number that has been demonstrated to be effective (1,000), we will miss a golden opportunity to attract these workers.

**The study referenced above documented that states that require 1,000 to 1,200 hours to be licensed have 50% more cosmetologists per capita than those that require 1,500 or more.** If we want to attract more people to our industry, reducing the number of hours will do that and much more (and do it much faster) than public relations campaigns or clever marketing programs. Lowering barriers to entry is also a socially desirable outcome, since the higher costs and longer times to get licensed adversely affect disadvantaged populations disproportionately.

Regardless of whether we think the existing rules are reasonable (and very few of us can say that with a straight face), hoping to maintain the status quo is a poor strategy. If

our industry doesn't take a more proactive approach to normalizing and rationalizing the myriad rules and regulations, it's only a matter of time before one or more states deregulate our industry. That will be a day we all regret, since once one state deregulates, more will follow. Stylists who are licensed in a deregulated state will not be able to move to another state. Schools will either close or have to restructure and reposition themselves completely to justify student enrollment. “Professional” products will be available to anyone. Distribution will be disrupted. Professional liability insurance will be difficult—if not impossible—to obtain. The health and safety of consumers and industry professionals will be at risk.

**As an industry, we must work together to develop rational solutions, and we need the support of all segments of our industry to present a united front.** We are in danger of missing a golden opportunity to expand our industry if we don't position ourselves favorably in competition with other career options. Let's turn these challenges into opportunities to introduce a whole new population to our industry!

*Gordon Logan is the founder and CEO of Sport Clips Haircuts. With more than 1,800 locations, Sport Clips was the first hair-care franchise with units in all 50 states and Canada. Before he was a salon owner, Gordon served as an Aircraft Commander in the U.S. Air Force (1969- 1976), after which he worked as*



Gordon Logan

*a financial planning and control consultant with Price Waterhouse & Co. in Houston (1976-1980). He is a graduate of MIT (BS, '68), and The Wharton School of Business, at the University of Pennsylvania (MBA with Honors, '76). Gordon was*

*honored with ISBN's Lifetime Achievement Award. To discuss how to attract more people to our industry and other important issues, reach Gordon at [gordon.logan@sportclips.com](mailto:gordon.logan@sportclips.com).*

# Adapting education to fit today's reality By Janice Dorian

My family's company, **Mansfield Beauty Schools**, has a history dating back to 1909 in Boston. The founder, **Dr. Katherine Mansfield**, was a chiropodist, who on a trip to Paris was exposed to innovations in hairdressing. Upon her return, she started giving demonstrations and lectures. Thus, began the humble foundation of Mansfield Beauty Schools.

My father, **Daniel Dorian**, who was eventually elected president of the American Association of Cosmetology Schools, joined the company in 1955. Within a few years, Mansfield had expanded to several locations in Massachusetts and Maine.

In 1981, Mansfield Beauty Schools, under the ownership and vision of Daniel and **Helene Dorian**, became independent of the other locations and grew their vision and legacy into today's Mansfield Beauty Schools. My sisters **Lois Malconian**, **Barbara Dorian** and I have carried on the family tradition ever since, following our **Dad's philosophy: "What is good for the student and the industry will be good for us."**

Over the past two decades, new challenges have emerged. Many fine schools have closed. The cost of accreditation and federal regulation compliance for schools has exceeded the entry-level salary for graduates without improving the quality of education.

My family and I have always been very involved in the salon and school communities locally and nationally. As our principle objective, we train our students to pass their licensing exam and achieve success in an entry-level position in the cosmetology industry.

Working as partners with our local independent and national chain salons, we prepare and expect our students to enter, progress in and contribute to the cosmetology industry. With today's changing marketplace, competition for future professionals from many professions and a new type of student across the board, we needed a different way to deliver our education to help our students achieve their career goals.

In June 2018, a group of Massachusetts salon owners appeared before the Massachusetts Board of Cosmetology and Barbering to discuss the lack of graduates, the roll-out of product brand-focused schools in our market and across the country that have driven traditionally modest cosmetology school tuitions upwards of \$25,000 to \$30,000, the increase in student loan debt and

**"The Cosmetology Apprenticeship Program leads students to the same state license for less tuition and less student debt."**

the inability of new stylists to repay their student loans. Those tuitions are more than the average entry-level pay of many new hairstylists and nail technicians and more than the average pay of hairstylists, in general, as cited by the Bureau of Labor Statistics. (Those numbers have their own issues, but that's for discussion at another time.)

In response to those concerns, the Massachusetts Board of Cosmetology and Barbering formed a subcommittee, **"Salon Pathways,"** to research alternatives to the traditional path. That created a hybrid training program. Now known as the **"Cosmetology Apprenticeship Program,"** the program includes the same 1,000 hours of education as was required previously, divided into a minimum of 600 hours in school and a maximum of 400 hours as an apprentice in an approved salon.

After continuous discussions and constant listening to students, graduates, admission counselors and salon industry leaders, we knew the time had come to change the way we deliver Massachusetts' Cosmetology curriculum. On April 1, 2019, Mansfield Beauty Schools was approved to offer the new Cosmetology Apprenticeship Program. With our passionate and dedicated team, we are

pioneering this new program. Students, cosmetologists and salon owners alike have the opportunity to enact meaningful change and re-focus what we have always promoted—efficient business practices and growth in an evolving industry for the sake of our students.

**The Cosmetology Apprenticeship Program leads students to the same state license for less tuition and less student debt upon graduation.** Instead of working in our clinic for 400 hours, apprenticeship students will be able to work in a salon while in school, receive their hours and get paid while doing it. This allows them to experience the salon environment, meet future employers and gain mentors as part of their education.

Our first class in this program has me very hopeful. Our director, **Karen McNiff**, says the biggest difference she notices is that "apprentice students are interested in being hairdressers—not just students."

We believe this is the future of our industry. As a result, we reluctantly relinquished our accreditation, as the National Accrediting Agency of Career Arts & Sciences does not recognize apprenticeship programs. Because the program is not accredited, it is not eligible for Title IV financial aid. The good news is that the apprenticeship program not only prepares students academically, but the net costs will prepare students financially for a sound future.

*Janice Dorian is the president of Mansfield Beauty Schools. She has served as a NACCAS commissioner, president of AACS, a negotiator for various negotiating teams for the U.S. Department of Education, a member of the Advisory Committee for the Massachusetts Department of Higher Education Financial Aid*



Janice Dorian

*Advisory Committee and a member of the Massachusetts Board of Cosmetology and Barbering. She has received the highest awards in cosmetology education, including the N.F. Cimaglia Award. Reach her at [jdorian@mansfieldbeautyschools.edu](mailto:jdorian@mansfieldbeautyschools.edu).*

# Happy 50th anniversary, W.R. Rayson!

This year, **W.R. Rayson Co., Inc.** will celebrate 100 years in the beauty business for the **DiMartino**

family, who founded the company, and 50 years under the W.R. Rayson name. Known primarily for its end wraps, the Burgaw, NC-based manufacturer also sells accessories, including hi-lite wraps, protective wear, towels and wipes, waxing supplies and other products for the salon, spa and pet industries. The

company also offers a private-label option for its products.

The DiMartino family patriarch, **Alberto DiMartino**, immigrated to the United States through Ellis Island at 16 years old in 1893, leaving his entire family behind in Gagnano, Italy. Through a series of events, he started to train at the McAlpin Hotel in New York City as a shave cup boy. Eventually, he learned how to perform all types of hair services for both men and women, and became a well-known hairdresser for the Ziegfeld Girls, as well as many other Vaudeville and Broadway stars.

**Ray DiMartino**, Alberto's son, a star football player at Manhattan College and a Major in the Army Air Corps, flew B-24s during WWII. After the war, he returned home, started a family and began working as a salesman in the industrial paper products

industry in New York City. In 1952, Ray was the first person to introduce a lightweight, wet-strength tissue paper for use as an "end wrap"

for the new cold-wave salon perms.

In 1969, Ray's son **Michael DiMartino**, who is still the company's president and CEO today, returned home after his tour of duty in Vietnam to start what is now known as W.R. Rayson Co., Inc. with his father, Ray. They began in a small, 5,000-square-foot garage building in South Brooklyn, near the docks. After years of hard work, W.R. Rayson

moved to Shirley, Long Island, to a much larger factory, and **Mary and Meg DiMartino** joined the family business in sales positions. Today, Mary serves as national sales manager, and Meg left the company to open a luxury spa in Georgetown, TX.

The question is often asked, where did the name come from? Here's the answer: When Ray and Michael formed the company in 1969, Ray thought DiMartino was too

hard to pronounce. So, the W.R. represents the initials of Michael's mother—**Wilma R.**—while Rayson stands for Ray and son.

What about the next 50 years? "Rayson will continue to provide quality products and excellent customer service to beauty industry professionals, as we have done for the past 50 years," says Michael. "As a small business, we are more adaptable to the constant changes within the professional beauty industry, and we work continuously on new product development."

The company is planning a 50th Anniversary party at its headquarters in Burgaw, NC, in October. Michael has established a trust to carry Rayson into the next generation. As he always says, "Friends are the family we choose."

Contact **Wendy Watts**, vice president—administration at 910-259-8100 or [wwatts@wrrayson.com](mailto:wwatts@wrrayson.com). Visit [wrrayson.com](http://wrrayson.com).



*Alberto DiMartino, the DiMartino family patriarch, was a famous hairdresser in New York City.*



*left: Ray DiMartino and his son Michael, who continues to run W.R. Rayson today. right: Michael's parents, Wilma, after whom the company is named, and Ray DiMartino.*



*W.R. Rayson's signature Jumbo End Wraps are a staple in salons around the world.*



# SPIRIT OF LIFE®

SATURDAY, JULY 27, 2019

Join City of Hope and the National Beauty Industry to celebrate

**Artemis Patrick**

*Chief Merchandising Officer*

**SEPHORA**

**THE 2019 SPIRIT OF LIFE HONOREE**

*Sephora encourages bold choices in beauty — and in life.*

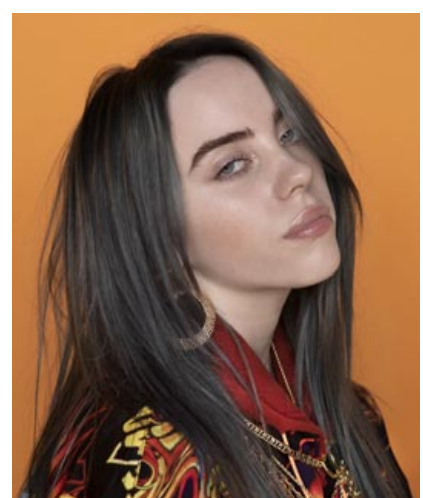
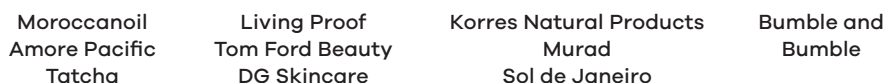
**THIS YEAR'S EVENT WILL BE UNLIKE ANY OTHER!**

Join top sponsors and industry leaders for what will be an unforgettable evening.

## SEPHORA



### ACTIVATION SPONSORS:



**SPECIAL PERFORMANCE  
BY BILLIE EILISH**

**BE FEARLESS | BUILD HOPE | CREATE BEAUTY**

**Mandalay Bay Ballroom, Mandalay Bay, Las Vegas | Event starts at 6:30 P.M.**

the **MIRACLE** of **SCIENCE** with **SOUL**  **City of Hope**®

[CityofHope.org/beauty-spirit](http://CityofHope.org/beauty-spirit)

# Hundreds of new products to debut at CPNA

Hundreds of new companies, brands and products from all over the world await you at **Cosmoprof North America**. This mega beauty, business and wellness show brings together the world of personal care on July 28-30, 2019 at the Mandalay Bay Convention Center in Las Vegas.

As channels blur, the variety of brands and channels represented at CPNA continues to grow, as reflected by our **2019 Cosmoprof Preview**. You'll find legacy brands like **Helen of Troy, Burmax, Denman, The Marilyn Brush** and **Zotos** that have been at this show and the BBSI Convention before it for decades, plus new entries from international giants like **Crazy Color, L'alga, Gama** and **Caronlab**, which recently entered North America. Then, you'll discover first-time or indie brands like **Natasha Moor, Spare My Hair** and **Hemp** from new entrepreneurs hoping to be the next big thing.

To give you a jump on your competition, **Beauty Industry Report** has spent months asking innovative companies to share their new products. **Here are almost 500**, with CBD-infused beauty and skin care leading the pack. Most are seeking reps, distributors and beauty stores, so use this preview to book meetings and plan your show strategy. Let's take a look.

**18.21 Man Made/Booth 26197** seeks pro beauty distributors and prestige retailers for new **18.21 Man Made Deodorant** in Sweet



Tobacco and Spiced Vanilla aromas (2.6 oz./MSRP \$24.00). The solid gel formulas deodorize, detoxify and condition the skin with tapioca starch to absorb, while organic saccharomyces ferment filtrate and diatomaceous earth break down odors. They're free of aluminum, alcohol and baking soda and are perfect

for sensitive skin. Reach **Aston LaFon**, co-founder, at [aston@1821manmade.com](mailto:aston@1821manmade.com). **1821manmade.com**

**Aloxxi/Booth 15111** seeks international distributors for new shades of two of its popular collections. **Aloxxi**



**Andiamo Express Permanent Colour** (2 oz./salon \$7.45) reduces the time it takes to achieve beautiful color—whether lifting four levels or providing long-lasting gray coverage—and deposits a high concentration of dyes in only 10 minutes. It

provides nourishment, shine and manageability. New shades include 5GM Brilliant Bergamo, 7GM Venus De Milano and 9G Peach Bellini.

**InstaBoost Conditioning Color Masques**



(6.8 oz./MSRP \$20.00) instantly deepen or enhance natural or previously color-treated hair while providing intense nourishment and shine. They last 10 to 15 washes. Four new shades include Hazel Nuts for You, Golden Heiress, Strictly Gloss and Strictly Platinum.

Reach **Abbie Porche**, vice president of sales, at [abbiep@aloxxi.com](mailto:abbiep@aloxxi.com). **aloxxi.com**

**Amika/Booth 15135** launches **The Alpha 360° Brushless**

**Powerhouse Dryer (MSRP \$300.00)**. The dryer's patented, ergonomic design includes two rotating dials for easy maneuvering between temperature and speed settings. Positive ions open the hair's cuticle, allowing for nutrients to penetrate the hair during treatments. They can also be used to create



volume. For everyday blow-drying, the negative ion setting seals in moisture and prevents frizz. The Alpha features a brushless motor (BLDC)—lasting 5x longer than a traditional dryer—maintaining a lifetime of 5,000 hours. **loveamika.com**

**Andis/Booth 21087** continues the roll-out of its limited-edition **Uppercut Deluxe Pomade** (3.5-oz. tin/MSRP \$25.00).



Perfect for creating a wide range of men's styles, including pompadours, side-parts and slick-backs, Uppercut's popular water-based formula washes out easily and has high shine and strong hold

without stiffness. Packaged in a metal tin, the pomade is available in a convenient six-pack PDQ. Reach **Harry Szczukowski**, national sales manager, Barber & Beauty Division, at [hski@andisco.com](mailto:hski@andisco.com). **andisco.com**

**Avya/Discover Beauty 41026** launches **Avya Skincare Lip**



**Treatment with Marula Oil** (MSRP \$42.00). This natural sugar cane-based lip scrub and solid lip oil infused with powerful antioxidant marula oil smooths and conditions lips. Marula oil neutralizes free radicals, helping to build collagen and protect this delicate area. It absorbs easily and is ideal for dry and sensitive skin, making it the perfect partner for smooth, kissable lips.



Also new is the **Avya Skincare Travel Set** (MSRP \$55.00, a \$77.00 value, for three 5-ml bottles). This Travel Essential Trio includes **Power Serum**, which hydrates and reinvigorates your skin's natural radiance; **Eye Bright Cream**, which instantly lifts and depuffs the eye region; and **Day Moisturizer with SPF 20** to lock in the other products and protect skin from the sun's UV rays. Reach **ProBeauty Partners** at [hello!@probeautypartners.com](mailto:hello!@probeautypartners.com). <https://www.avyaskincare.com>

**Biotop Professional/Booth 17087** seeks domestic and international distributors for its **69 Pro active line for curly hair**, which it will



preview for launch in January 2020. Key ingredients like avocado oil, grapeseed oil, sweet almond oil, castor oil and coconut oil, as well as A, B and E vitamins, provide curly hair with deep moisture, help fight frizz and maintain a strong, healthy and shiny mane. All products are produced with purified water, ensuring the active ingredients are transferred into the hair during application. The collection includes **69 Pro active Shampoo** (11.15 fl. oz., 16.90 fl. oz.), **69 Pro active Hair Mask** (18.60 fl.

oz.), **69 Pro active Hair Soufflé** (11.15 fl. oz., 16.90 fl. oz.), **69 Pro active Frizz Control** (5.07 fl. oz.) and **69 Pro active Curl Treat Ampoules** (10 ampoules, 0.67 fl. oz. each). Reach **Stephen Hirschmann**, vice president/sales, at [steve@biotopprofessionalusa.com](mailto:steve@biotopprofessionalusa.com). [biotopprofessionalusa.com](http://biotopprofessionalusa.com)



**Bodyography by Robanda/Booth 24151** seeks domestic and international distributors, beauty stores and retailers for five new shades of its **Shadow Stylist Crayons** (\$29.00) in new universally flattering jewel tones. These long-wearing, versatile creamy shadow sticks can be used as a shadow base, liner or an all-over eyeshadow. They are vibrant and last all day without creasing. A hidden sharpener at the base can be used to create a fine point for detailed eyeliner application, or just apply, smudge and go for an easy, smoky look. For domestic sales, reach



**Luda Phipps**, national director of sales and business development, at [luda@robanda.com](mailto:luda@robanda.com). For international sales, contact **Shawn Russell**, vice president, international sales, at [shawn@robanda.com](mailto:shawn@robanda.com). [bodyography.com](http://bodyography.com) *Robanda is celebrating its 20th anniversary and will be offering special discounts and new launches to celebrate this milestone!*

**Bosley Professional Strength/Booth 30261** debuts **BosVolumize Style+ Blow Dry & Styling Gel** (5.1 fl. oz./MSRP \$18.95). More than your average gel, it creates "plus-size" thicker, fuller-looking hair with maximum style durability and humidity-resistant hold. Sunflower seed oil, apple stem cell extract, green tea extract and sugar cane extract help strengthen and protect hair. The weightless, color-safe, alcohol-free formula does not flake or build-up. It's ideal for blow-outs or style sculpting and heat-resistant up to 450°F. The formula is vegan, cruelty-free and free of gluten, wheat, corn, parabens and sulfates. Email [customer@bosleypro.com](mailto:customer@bosleypro.com). [bosleypro.com](http://bosleypro.com)



**Burmax/Booth 29142** launches five **Professional Wood Core Nail File Displays** through its **DL Professional** brand. Each file display (salon \$59.99, less than 40 cents per file) features a different grit, with files shrink-wrapped in packs of 5—perfect for nail technicians to grab at the counter. Each display features a different file and grit to fit a variety of manicure/pedicure needs: Zebra File (100/100 grit), Black Tapered File (180/180 grit), Black File (180/180 grit), and Garnet File (100/150 and 100/100 grit). Each display measures 7 inches high x 4 inches long x 2½ inches wide. Each file is 7 inches long. Each display features 150 files. Reach **Don Kittleson**, vice president of sales, at [d.kittleson@burmax.com](mailto:d.kittleson@burmax.com). [burmax.com](http://burmax.com)



*Cosmoprof North America Preview cont. on page 12*



Cosmoprof North America cont. from page 11



**Caronlab/Booth 27205** is bringing Australia's No. 1 selling wax to the United States and seeks distributors for three products: **Brilliance Hard Wax** (28.2 oz./salon \$26.95), **Brilliance Hard Wax Beads** (35.5 oz./salon \$39.95) and **Brilliance Strip Wax** (28.2 oz./\$26.95). Microwaveable, this white wax has a creamy formula and flexible texture for exceptional results on even the most delicate and sensitive areas of the face and body. Titanium dioxide helps reduce skin redness. Microwave-to-Pot technology means no mess! Brilliance remains consistent in hot and humid weather. Reach **Ranae Breslow**, U.S. sales manager, at [ranae.cbon@gmail.com](mailto:ranae.cbon@gmail.com). <https://caronlab.com/>



**CBD Daily by Earthly Body/Booth 14087**

launches **CBD Daily Massage Oil**, which is infused with 100 mg of CBD (4 oz./salon \$15.00). Also new to the collection are **CBD Daily Intensive Cream** (1.7 oz./salon \$13.00) and **CBD Daily Soothing Serum** (20 ml/salon \$11.50), both in a soothing lavender scent. For domestic sales, reach **Laura Sweet**, national sales manager, at [laura@earthlybody.com](mailto:laura@earthlybody.com). For international sales, contact **Sandy Arias**, international sales manager, at [sandy@earthlybody.com](mailto:sandy@earthlybody.com). [cbddailyproducts.com](http://cbddailyproducts.com)



**CLiCS (Color Lab Inventory Control System)/Booth 22221** introduces a self-contained hair color ecosystem, representing a new way to formulate, dispense and manage color. It allows hairdressers to create any shade of demi or permanent color with the touch of a button. The precision program takes all of the guesswork out of color formulation —no waste, no mess and no mistakes. With a few clicks, you can



create the perfect shade every time. CLiCS suite of salon operations and client feedback tools offers a real-time view into a salon's productivity, profitability and customer experience. Colorist productivity scorecards, daily register reports, product usage insights, interactive client records across a single or multiple locations and guest feedback tools deliver instant access to the customer experience. The CLiCS system connects stylists to a national network, tapping into trend inspiration, automated inventory management and more. Reach **Charles Brown**, CEO & co-founder, at [charles@clicscolors.com](mailto:charles@clicscolors.com). [clics.com](http://clics.com)

**Colortrak/Booth 21127** seeks distributors for its new **Colortrak Galaxy Glitter Bowls** (salon \$9.99), **Colortrak Sectioning Stix** (salon \$6.99) and **Colortrak Glam Kit** (salon \$29.99).

Galaxy Glitter bowls provide functionality and stability while mixing and applying hair color or bleach. A set includes Translucent and Black, garnished with Silver glitter. Sectioning Stix were designed in collaboration



with brand ambassador **Kat Collet @Katkolors** for precise sectioning. Once you have sectioned the hair, you can easily twist it around the stick for a secure hold.

Glam Kit is a gorgeous collection of salon essentials that will liven up any styling station with timeless glamour. The kit includes jet-black and crystal-cut metallic designs visible



on the wide feather brush and a fun patterned spray bottle. Plus, a new reversible chemical-proof cape has added sheen for a dazzling look behind the chair. For more information, reach **Melissa Sarduy**, account manager, at [msarduy@bettydain.com](mailto:msarduy@bettydain.com).

<https://www.colortrak.com/>



**Cosmetea/Booth 25086** debuts its cosmetic skin-care line that's inspired by teas. It blends unique Korean, Chinese and Japanese tea ingredients with Cosmetea's proprietary technology to create the effective formulas. For more information, reach **Kiera Lee**, overseas sales manager, at +82 010-7436-3715 or [ljy@hondo.co.kr](mailto:ljy@hondo.co.kr).





**Crazy Color Ltd./Booth 29086** seeks North American distributors for its **Neon Collection**. These four conditioning UV Reactive shades—Toxic UV, an ultra-glowing green; Rebel UV, the brightest pink imaginable; Caution UV, a bold highlighter yellow; and Anarchy UV, a daring vibrant orange—are vegan-friendly and glow under black light. The company was founded in 1977 when it launched the first direct dyes.



This line is a no-brainer for distributors and beauty stores without a direct-dye line or with those who are specializing in offering their salons the widest range of conditioning, fashionable hair color. Stop by the booth and meet **Joe Magnano**, the new national sales manager, or reach him at 818-731-0217 or [joe.magnano@crazycolor.co.uk](mailto:joe.magnano@crazycolor.co.uk). For international sales, contact **Dion Ross**, UK and international sales manager, at [dion@pbs-beauty.com](mailto:dion@pbs-beauty.com). Crazy Color is repped by **VNC Sales**. <http://crazycolor.co.uk>

**Cricket/Booth 33087** seeks distributors for its new hairstylist cover ups, **Holding It Together Aprons** (rose gold or silver/salon \$21.99 each, 4-piece display/salon \$87.96), and **Silkomb Pro 60** (salon \$4.50, introductory price \$4.00, 54-piece display with 6 of each Silkomb in all nine styles/salon \$243.00, introductory promo \$216.00).



Both aprons are classic black with rose gold or a silver metallic bobby pin pattern. Water-resistant aprons are lightweight, anti-static, adjustable at the waist and neck, and have two pockets with fabulous bottom zippers.

The new **Silkomb Pro-60 Rattail Comb** features injected silicone technology that creates finely polished, seamless teeth that glide through hair without sticking to product. The new **Silkomb Pro-60** features a medium tooth pattern that's perfect for sectioning and teasing hair, while the rattail makes lifting and moving hair effortless. Reach **Sunny Stinchcombe**, director of sales, at [ssinchcombe@cricketco.com](mailto:ssinchcombe@cricketco.com). [cricketco.com](http://cricketco.com)



**Curl Keeper/Booth 15035** by appointment only seeks domestic and international distributors and beauty stores for new **Curl Keeper Dry Oil Elixir** (1 oz./MSRP \$29.00) for hair, skin and scalp. Its dry oil technology soothes and strengthens any skin and scalp conditions with no greasy feel. To set up a meeting, contact **Steven Torch** at 416-948-0955 or [steve@frizzoff.com](mailto:steve@frizzoff.com). [frizzoff.com](http://frizzoff.com)

**Daily Concepts/Booth 45181** launches a trio of winners! Natural and reusable **Bio Cotton Make Up Removers** (1.6 oz./MSRP \$5.00)

feature a laundry bag plus pads in multiple sizes to fit your facial and makeup removal needs. Easy to use with just water—no cleanser needed—they cut down on your waste footprint. Gua Sha is an ancient technique that has



been a part of beauty rituals for centuries! The **Jade Gua Sha** (MSRP \$16.00) is used over top of your usual facial moisturizing routine in order to help increase the benefits of the products. The Gua Sha stimulates and renews the skin by flushing out the lymphatic systems and increasing blood flow—both of which



are essential for radiant, healthy and vibrant skin! Also new, the **Multi-Functional Soap Sponge Mother of Pearl** (MSRP: \$8.00) is infused with mild soap to clarify and add radiance,

while the Mother of Pearl sponge purges face and body skin of impurities and elevates its overall texture. Reach **Emilio Smeke**, CEO, at [esmeke@dailyconcepts.com](mailto:esmeke@dailyconcepts.com). [dailyconcepts.com](http://dailyconcepts.com)



**Denman/Booth 20058** debuts the **Denman D3 Gold and Rose Gold Crown Iconic Styling Brush** and the **Denman Thermo-Ceramic Hot Curl Brushes**.

The Denman D3 Gold and Rose Gold Crown Iconic Styling Brush features seven rows of sculpted, round-ended nylon pins that separate and shape hair and define curls when hair is wet. The styling edges of the half-round brush create tension when shaping the hair during blow-styling. The unique pin pattern delivers extra grip and tension. It's available in black with a gold crown or white with a rose gold crown.



*Cosmoprof North America Preview cont. on page 14*

Cosmoprof North America cont. from page 13



The Denman Thermo-Ceramic Hot Curl Brushes in four sizes allow for faster, smoother styling and curling. Soft-tipped nylon bristles create Denman's most comfortable hot curl brush. Equipped with a removable pick for fast and easy sectioning, the large, hot curling brush delivers big curls and volume quickly and comfortably, thanks to its vented ThermoCeramic barrel. Flexible and gentle nylon bristles create grip needed for styling. Reach [boston@denmanbrush.com](mailto:boston@denmanbrush.com). [denmanbrushus.com](http://denmanbrushus.com)



Earthly Body/Booth 14087 seeks distributors and beauty stores for its **Hempseed Natural Body Care's** best-selling products—**Skin Butter** (8 oz./MSRP \$15.99), **Hand & Body Lotion** (7 oz./MSRP \$10.99) and **3-in-1 Massage Candle** (6 oz./MSRP \$15.99)—in a new refreshing Light Breeze scent. Skin Butter is an intense softening treatment. Hand & Body Lotion leaves skin feeling silky smooth, and the aromatic candle transforms into a warm massage oil. A percentage of sales is donated to the **Get Together Foundation**. For domestic sales, reach **Laura Sweet**, national sales manager, at [laura@earthlybody.com](mailto:laura@earthlybody.com). For international sales, contact **Sandy Arias**, international sales manager, at [sandy@earthlybody.com](mailto:sandy@earthlybody.com). [earthlybody.com](http://earthlybody.com)



Elchim/Booth 29102 introduces **The Mini** (MSRP \$99.99). This foldable travel dryer packs 1200 watts of concentrated power—the same as many full-size, heavier dryers. It features two speed settings and dual voltage, allowing it to be used globally. It comes with a concentrator and a free mini diffuser. Reach **Ken Bellizi**, vice president, sales, at [kenbellizi@elchim.com](mailto:kenbellizi@elchim.com). [elchim.com](http://elchim.com)

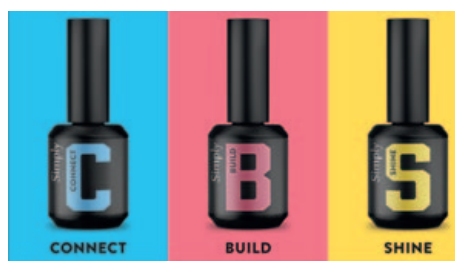
Emera CBD Haircare by Earthly Body/Booth 14087 debuts **Reparative CBD Treatment** (MSRP \$30.00), a powerful, deep-conditioning treatment with protein-rich CBD, hemp seed and avocado oils, plus nourishing botanical extracts to strengthen, repair and protect hair. CBD is packed with amino acids and vitamins, including A, B, C and D, and is high in essential fatty acids, making it the ultimate ingredient for repairing damaged strands. The treatment helps repair hair from environmental stresses, and protects the hair and scalp, leaving both skin and hair healthier. It also helps prevent future damage. Reach **Laura Sweet**, national sales manager, at [laura@earthlybody.com](mailto:laura@earthlybody.com). Contact **Sandy Arias**, international sales manager, at [sandy@earthlybody.com](mailto:sandy@earthlybody.com), [emerahaircare.com](http://emerahaircare.com)



EnVogue by CBON/Booth 27205 seeks distributors for its new **Spider Gel** (0.17 fl oz./MSRP \$12.95) and **3-piece nail builder system** (\$62.00). Spider Gel provides a simple way to

create spectacular nail designs and improve your creativity for intricate thin and straight lines. With its unique texture and thick consistency, Spider Gel provides easy and precise application with a small amount of gel applied by brush or stylus. Colors include black, white, gold and silver.

The new 3-piece nail builder system



features three steps: 1. Connect, 2. Build and 3. Shine. It can be used on natural nails as an overlay or on extensions as a builder gel. It can be used over tips or to sculpt with forms. It is applied just like a regular gel polish, with a regular nail polish type brush. Reach **Ranae Breslow**, U.S. sales manager, at 954-609-7818 or [ranae.cbon@gmail.com](mailto:ranae.cbon@gmail.com). <https://caronlab.com/>

Eva NYC/Booth

**36127** seeks distributors and beauty stores for its products. The new **Spectrum Tools** collection includes a **Dryer** (MSRP \$100.00) and a **Styling Iron** (MSRP \$100.00). Thanks to red beam far-infrared technology, these tools heat hair from the inside out, resulting in smoother, silkier hair. The infrared beam works from within to protect the outer cuticle, fight frizz and lock in moisture. The dryer's direct ion technology speeds up drying time while negative ions to fight frizz.



Floating ceramic plates allow for easy styling.



**Chameleon Temporary Color Sprays** (MSRP \$10.00) are buildable, brushable sprays that instantly create vibrant, temporary color—on any hair shade. Infused with Keravis Protein Complex and argan oil, this salon-quality formula instantly delivers optimal anti-breakage benefits and commitment-free color! They're available in pink, blue and purple.



**Lavender Styling Tools** include a **Mini Healthy Heat Ceramic Styling Iron** (MSRP \$30.00) with 100% solid ceramic plates that radiate far-infrared heat to lock in moisture, soften hair and add instant shine; a **Mini Healthy Heat Pro-Power Dryer** (MSRP \$48.00) for on-the-go drying with ceramic components in a portable package; and a **Healthy Heat**



**Thermal Straightening Brush** (MSRP \$35.00) for creating smooth, straight styles on-the-go, locking in moisture,

eliminating frizz and flyaways. For more information, reach **Renee Redlinski**, sales manager, at 716-628-4825. [eva-nyc.com](http://eva-nyc.com)

**Footlogix/Booth 29087** seeks distributors for its line of pedicuteal foot care, including new **Cleansing Wipes**. These safe, gentle and hygienic wipes are ideal for use before dry or soakless pedicures. The convenient, hygienic



cleanser contains no alcohol and does not dehydrate the skin. Strong and long-lasting, the wipes have no fragrance or scent. Wipes are recommended for nail technicians, foot care nurses, senior or geriatric home pedicures and excellent for polish changes, waxing and manicures. Reach **Murray Smith**, COO, at [msmith@kvgroup.com](mailto:msmith@kvgroup.com). [footlogix.com](http://footlogix.com)

**Framesi** seeks North American distributors for new **FramColor**

**2001 Intense** (60-mL tube/salon \$8.49), a permanent hair color that processes in half the time of most brands.



22 luminous shades provide 100% gray coverage and four levels of lift. There's virtually no ammonia fragrance. It is cruelty free, 100% vegan and gluten free. Reach **Andre Chiavelli** at [andrechiavelli@yahoo.com](mailto:andrechiavelli@yahoo.com) or 732-675-3549. <http://framesiprofessional.com>

**French Girl** seeks North American and international distributors for its new **Bio-Active Skincare line, Lait De Rose**. This waterless powder-based brightening **Vitamin C Polishing Wash** (2 oz./MSRP \$40.00) is the first of eight rose-themed products with Vitamin C, antioxidants and natural ingredients. Lait De Rose brightens skin while increasing collagen production and repairing damaged skin. Reach **Renee Keel**, director of sales, at [renee@frenchgirlorganics.com](mailto:renee@frenchgirlorganics.com). [frenchgirlorganics.com](http://frenchgirlorganics.com)



**Fusion Naturals/Discover Beauty Booth 44043** seeks specialty beauty stores and North American distributors for its new **Vegan Collagen Booster** (4.3 oz./20 packets per container/MSRP \$108.00). This plant-based collagen booster boosts your body's collagen formation from the inside by harnessing the natural benefits of spinach, blueberry, black currant, amla and other natural ingredients all in one dose. It makes your body produce more collagen on its own rather than just adding collagen into the powder.



Reach **Amy Kajiya**, vice president/sales, at [amy@heyfusion.com](mailto:amy@heyfusion.com). [heyfusion.com](http://heyfusion.com)

**Gama.Professional/Booth 16159** seeks professional distributors for the **Gama IQ**, an exceptionally lightweight hairdryer at just 9.9 ounces with an innovative design that allows for multiple holds. The intelligent 110,000 rpm brushless, digital motor lasts over 5,000 hours. It also features an ion generator and ozone generator. The powerful 2000-watt blow-dryer emits Active Oxygen, which helps lock in hair color, as it works as an antibacterial agent. It features three levels of air flow, three temperature levels plus a cool shot button and includes three concentrators and a diffuser for customized styling. Reach **Andre Chiavelli**, exclusive USA representative, at [andrechiavelli@yahoo.com](mailto:andrechiavelli@yahoo.com) or 732-675-3549. For Canada, contact **Backstage Commerce** at 514-381-5555 or [jvmorello@bscinc.co](mailto:jvmorello@bscinc.co) and for international, sales reach **Leonardo Facchini** at +39 051-666-8809 or [lfacchini@gama.eu](mailto:lfacchini@gama.eu). <https://www.gamaprofessional.com/en/>





Cosmoprof North America cont. from page 16

**Gamma+Italia/Booth 30237** seeks distributors for a variety of new styling tools.

The **Gamma+ Italia Absolute Hitter**



**Trimmer** (salon \$89.95) has the longest 4-hour cordless run-time. The blade is Black Diamond DLC and can be zero gapped. It offers a

series of firsts: The top piece can be removed to make it Skeleton Style. It has a stand but also can be charged with a mini USB (just like the Gamma+ Italia Absolute Zero Shaver). It comes with interchangeable lids (custom body kits) and covers in all 3 iPhone colors—Gold, Rose Gold & Chrome—included in the box!

The **Gamma+ Italia Aria Dual Ionic Dryer**

(salon \$149.95) has an ion generator with an on/off switch to control negative ions for styling versatility. The Ion Switch ON reduces static and frizz while the Ion Switch OFF is ideal for fine or thin hair, resulting in body, volume and texture. It weighs less than a pound and blows a quiet 68.5 decibels to reduce noise and acoustic stress.



The **Gamma+ Italia Absolute 2000 Dryer** (salon \$99.95) is a heavy-duty Italian AC motor dryer with outstanding performance and an unbeatable price.

The **Gamma+ Italia Absolute Power** (salon \$129.95) is established around the world as a barber dryer. Features a long barrel, which is great for holding during drying. It is

also one of the hottest, most powerful dryers in the world.



**Gamma+ Italia Donna+ Flat Iron** (salon \$199.95) protects hair against high heat. Engineered in Italy, it gives the shiniest finish on the market. Heat-up time is lightning-fast, and floating, spring-hinge, diamond-infused tourmaline ionic plates produce more negative ions to seal the cuticle and improve its condition, as well as far-infrared heat to work quickly from the inside out of strands, further reducing heat exposure.

**Gamma+ Italia Donna+ Keratin Flat Iron** (salon \$199.95) is designed for use with keratin treatments. Innovative smart circuit controls temperature 50 times a second, delivering fast heat recovery and great heat stability. Rounded housing and plates straighten hair to the roots, and curl hair and create waves easily.



Finally,

the new **Gamma+Italia Rainbow Korner XL, Extra Long Conical Curling Wand** (MSRP \$139.95) offers a faster, easier way to create a wider range of curls, especially for longer hair. It has a conical reverse-tapered barrel, ranging from .62 to 1¼ inches and features a proprietary rainbow anti-static finish for smoother, frizz-free and



climate-proof results that last up to 50% longer. The curling wand includes four temperature settings and comes with a heat-resistant styling glove, heat-resistant mat and two styling clips. For more information, reach **Austin Russo**, vice president, at [austin@stylecraftus.com](mailto:austin@stylecraftus.com). [gammaplusna.com](http://gammaplusna.com)

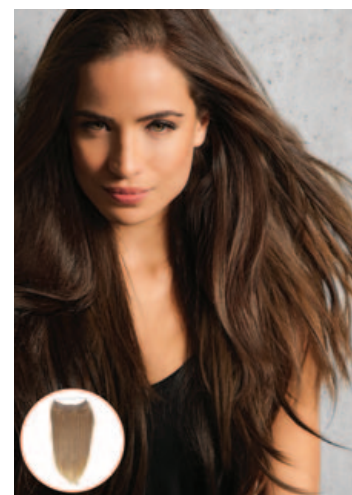
**Graham Beauty/ Booth 31087** seeks domestic and international distributors for its new **Spa Essentials Non-Woven Disposable Fitted Spa Sheet** (40x89 inches/



10 sheets per bag/salon \$69.95) for massage and treatment tables. This durable, lightweight, elastic fitted sheet will stay in place for clients' comfort and provide a barrier to lotions, liquids and oils for tables during waxing, spa treatments and other services. It's recyclable, disposable and sanitary. Reach **Kimberly Diemer**, national sales manager, at [kdiemer@grahambeauty.com](mailto:kdiemer@grahambeauty.com). [grahambeauty.com](http://grahambeauty.com)

**HairUWear/Booth 34087** seeks domestic and international manufacturers' reps, distributors and beauty stores for its new **Hairdo 20-inch Human Hair Invisible Extension** (MSRP \$349.00).

Heavenly hair isn't just for runway models and Hollywood celebs anymore. Get mega-watt length and volume in seconds with this 20-inch halo-style extension. Just slip it on like a headband and pull your own hair over it—the ingenious and inconspicuous design blends in seamlessly. It features 120 grams of 20-inch-long human hair with an invisible halo-style attachment. It adds length and volume with this clip-less one piece extension and can be colored, curled and styled just like your own hair. To learn more about the HairUWear family of brands, visit [hairuwear.com](http://hairuwear.com).





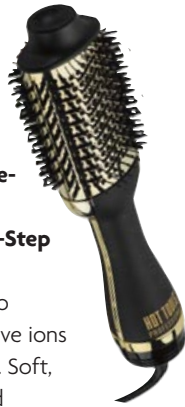
**Helen of Troy/Booth 23181** seeks distributors and beauty stores for its new **Hot Tools HT1076—24K Gold One-Step Pro Blowout** and **HT1090BG—Black Gold One-Step Blowout** (MSRP \$79.99).

The 24K Gold One-Step Pro Blowout Styler features negative ions to help reduce frizz and static. Soft, flexible nylon pin/boar-tufted detangling bristles gently grip hair to help prevent breakage while creating volume and shine. The 24K gold surface provides even heat distribution. It has a 7-year warranty.

The Black Gold One-Step Blowout does the job of a brush and a dryer in just one step. The Black Gold styling surface combines nano titanium ceramic with Refresh3 Max Activated Charcoal, which allows hair to glide smoothly as Thermaglide Ceramic distributes heat evenly for consistent styling results. The Micro-Shine finish is corrosion-resistant to minimize friction and help reduce damage. The HT1 Variable Geometry Oval design provides for exceptional straightening, smooth volume and curled ends. It has three speed settings. Reach **John Peterson**, director of sales, at [jpeterson@helenoftroy.com](mailto:jpeterson@helenoftroy.com). **hottools.com**

**Hempbeauty/Booth 43019** seeks distributors for its new CBD-enhanced skin care. Products include **Glow-Up Face Serum** (1 oz./MSRP \$48.00),

**Revive + Rewind Eye Cream** (.5 oz./MSRP \$38.00), **Bright Day Face Cream** (1.7 oz./MSRP \$40.00), **Detox + Renew Night Mask** (1.7 oz./MSRP \$40.00), **Beauty Rest Night Elixir** (0.5 oz./MSRP \$48.00) and **Wake-Up Face Mist** (4 oz./MSRP \$34.00). Reach **John Reinhardt Jr. & Associates** at [reinhardt12@gmail.com](mailto:reinhardt12@gmail.com) or Hempbeauty at [info@hempbeautypro.com](mailto:info@hempbeautypro.com). **hempbeautypro.com**



**Hyalogic/Booth 23221** debuts its new **Spa Line** of premium hyaluronic skin care and supplement products that fill a notable void in the spa industry. Hyalogic has created specific products for each phase of the skin-care regimen for total inside and out beauty. Hyaluronic acid works well for all skin types and all skin care phases of cleansing, hydrating, toning, prepping, boosting and more.

Hyalogic's new premium Spa Line consists of seven key steps to skin care and support:

Step 1—Cleanse with **Facial Cleanser** (8 oz./MSRP \$19.95) and **Facial Scrub** (4 oz./MSRP \$19.95).

Step 2—Tone with **Facial Toner** (8 oz./MSRP \$15.95).

Step 3—Prep with **Collagen Facial Mist** (2 oz./MSRP \$19.95).

Step 4—Hydrate and Moisturize with **Pure HA Serum** (.47 oz./MSRP \$39.95), **Instant Facelift Serum** (.47 oz./MSRP \$29.95).

**Collagen HA Triple Boost Serum** (.47 oz./MSRP \$29.94), **Retinol Renew Serum** (.47 oz./MSRP \$29.95) or **Lactic Acid Exfoliate Serum** (.47 oz./MSRP \$29.95).

Step 5—Boost with customizing boost **Vitamin C+ Beauty Boost Powder** or **Probiotic**

**Beauty Boost Powder** (.5 oz./MSRP \$24.95) in the treatment room.

Step 6—Renew and Refine with **Daily Skin Perfecting Lotion** (1 oz./MSRP \$39.95) or **Nightly Recover Facial Cream** (2 oz./MSRP \$36.95).

Step 7—Whole Body Support with **Beauty from Within Hyaluronic Acid Liquid Supplement** (1 oz./MSRP \$39.95). Reach **Jason Falbo**, vice president, new business development and international sales, at [jfalbo@hyalogic.com](mailto:jfalbo@hyalogic.com). **hyalogic.com**



**Interfashion USA Inc. (Avena Beauty)/Booth 30180** seeks distribution for its new **King Bleach Powder Plex 12 Level Lightener**

(1 pound/salon \$24.95, 2 pounds/salon \$39.95). King Bleach achieves up to 12 levels of total lift



with enhanced respect for the hair's structure, hydration and shine. Formulated for off-the-scalp usage, the formula produces an antioxidant and hydrating effect, leaving hair less porous with greater elasticity and feeling healthier to the

touch. It helps reduce oxidation and porosity during lift when compared to conventional bleach formulas, assisting the integrity of the hair structure for up to 100 minutes during processing, achieving total maximum lift from black to platinum/zero color. The company is repped by **BTB Sales & Marketing**. Contact **Michael Damasco**, executive director, at [sales@intusa.com](mailto:sales@intusa.com). **kingsbleach.com**

**ITELY Hairfashion/Booth 32181** launches the **Pearl Blonde Colorly 2020** hair color (2-oz.



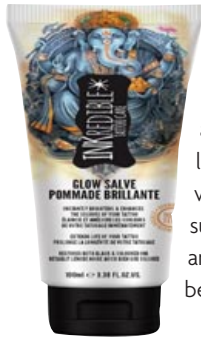
tube/ salon \$6.99) and offers a first look at the **Oh My Blonde!** wet line. Colorly 2020's palette of pearly blondes features new shades: ash, pastel and iridescent. Reach **Scott**

**Emery**, senior vice president of sales, at [scott@itelyhairfashion.us](mailto:scott@itelyhairfashion.us). **itelyhairfashion.us**

*Cosmoprof North America Preview cont. on page 18*

Cosmoprof North America cont. from page 17

**INKredible Tattoo Care by Cbon/Booth 27205** seeks professional distributors for its new **Glow Salve** (3.38 fl.oz./MSRP \$12.99) and **After Care** (3.38 fl.oz./MSRP \$12.99). For use



on new and old tattoos, INKredible Glow Salve amplifies the intensity of the ink, keeps tattoos shiny and bright and extends their lifetime. It maintains color vibrancy and leaves skin supple and fresh. It has antiseptic properties and beeswax to moisturize.

INKredible After Care Cream

promotes a quick healing process and helps to keep newly tattooed skin soft and moist to promote faster healing. Use it 2 to 4 times a day for three weeks after a new tattoo. Both products are paraben-free, fragrance-free and dermatologically tested! Reach **Ranae Breslow**, U.S. sales manager, at 954-609-7818 or [ranae.cbongroup@gmail.com](mailto:ranae.cbongroup@gmail.com) <https://www.cbongroup.com/>



**Johnny B/Booth 25196** seeks independent barber supplies and international distributors for new **Beard Booster** (1 oz./MSRP \$20.00), a topical lotion that helps regulate the



sebaceous-gland secretion of the skin below the beard while keeping the hair follicle clean to promote optimal growth. This is one of three new products launching in our

new beard collection. The other two are still in development but will launch late summer. Reach **Socrates Real**, brand warrior, at [sreal@johnnybhaircare.com](mailto:sreal@johnnybhaircare.com). [johnnybhaircare.com](http://johnnybhaircare.com)

**Kach Hair Organic Solutions** introduces its **Smoothing and Anti-Frizz Treatment**. Reach **Paula Oliveira**, international sales, at 351-914-902-690 or [info@kach.com.mx](mailto:info@kach.com.mx). [hach.com.mx](http://hach.com.mx).



**La Palm Spa Products/Booth 34143** seeks beauty supplies and distributor stores for its new **VolcanoSpa Cordless Max Satin edition UV/LED Lamp**. Featuring sleek curves and premium Japanese components assembled in Taiwan, it has a gold satin finish and is acetone resistant. Its LG battery is the newest UV/LED technology. The 36W bulb will make curing gel faster and more efficient. The VolcanoSpa lamp has cordless mobility with a charge that lasts up to 10 hours. It is motion sensor activated and has no flash burn. It includes a 5-, 10-, 30- and 50-second timer preset, and cures most gel polish brands. For more information, reach **Jennie Tran** at [jtran7@hotmail.com](mailto:jtran7@hotmail.com) or 773-968-1977 or **Joeny Wuyen** at [joenywuyen@gmail.com](mailto:joenywuyen@gmail.com) or 316-727-4007. [lapalmproduct.com](http://lapalmproduct.com)

**Lakme/Booth 17151** seeks distributors for its new **Teknia** line of high-tech products that are designed to hydrate and care for all hair types. Each product has an active natural ingredient that's sourced from all around the world. Teknia



is vegan, sustainable, organic, ecofriendly and effective. The line includes shampoos, conditioner/balm, mask and serum. Reach **Steve DeCola**, national sales manager, at [sdecola@lakmeusa.com](mailto:sdecola@lakmeusa.com). [lakmeusa.com](http://lakmeusa.com)

**L'Alga Ocean Technology/Booth 16143** seeks U.S. distributors for its full-service hair care brand, which launches to the United States on October 1. One new product is **Sealush Active Serum**. (3.4 fl. oz./MSRP \$42.00). Enriched with Alga Nord 5 bio-technology complex of minerals, biotin, essential fatty acids and vitamin B complex, it creates a heat-activated thermal shield to protect hair from



damage caused by heated styling tools up to 450°F/230°C and against environmental damage with 24-hour UV ray protection.

It repairs dry, coarse and damaged hair while preventing split ends and supports the natural melanin in each hair shaft, helping to delay the appearance of gray hair. For North American sales, reach **Andre**

**Chiavelli**, national representative, at [chiavelliandre@gmail.com](mailto:chiavelliandre@gmail.com). For international sales, reach **Jan van Rangelrooij**, managing director, at [jan@lalga.com](mailto:jan@lalga.com). [www.lalga.com](http://www.lalga.com)



trends. The six new shades include three creams and three opalescent frosts.

**LeChat Incure Rechargeable Cordless Nail Lamp with Removable Battery** is the company's newest hybrid UV/LED nail lamp model. It offers a rose gold finish, portable hybrid 365nm + 400 LED bulbs, a USB charger, double injection molding technology for added strength and dimmable glowing lights with three different settings. In addition, the lamp, battery pack, and power adapter are ETL and CE certified, and the lamp boasts a removable hand plate for easy cleaning and for



use during pedicure services.

The newly expanded **LeChat Spa** line debuts **CBD foot balm**, which is infused with 300 mg of CBD, plus tea tree and eucalyptus essential oils to enhance a salon's pedicure

service, and **CBD cuticle oil**,

which is infused with 100 mg of CBD plus lavender and mint essential oils to help clients relax, as it moisturizes

their skin. For more information, reach **Doreen Imperial**, sales manager, at [doreen.imperial@lechatnails.com](mailto:doreen.imperial@lechatnails.com).

[lechatnails.com](http://lechatnails.com)

**Lunata/Booth BV9** seeks stores and distributors for its new **cordless, convertible curling iron/wand** (MSRP \$250.00). This unique tool changes easily from a curling iron



into a curling wand, thanks to a removable clip. The iron has a titanium barrel for even heat distribution and long-lasting style. There are two modes: corded mode for max heat and use, and battery-powered mode to use on the go, wirelessly. It heats up to 450°F in corded mode and 400°F in cordless mode. The battery is removable for easy replacement. Lunata will also showcase its **Version 2.0 cordless flat iron**. For more information, reach **Monica Abramov**, CEO, at [monica@lunatabeauty.com](mailto:monica@lunatabeauty.com).

[lunatabeauty.com](http://lunatabeauty.com)

**Manic Panic/Booth 20205** seeks distributors for its new 100% vegan, cruelty-free sulfate- and paraben-free hair care line that caters to hair treated with temporary/vibrant color.

**Prepare To Dye Shampoo** includes rosemary, sage and ginseng

extract to provide hair with antioxidants to prepare it for coloring.

**Not Fade Away Shampoo** contains all-natural sunflower

extracts to help protect hair against free-radicals. It inhibits UVA rays for long-lasting protection to keep color looking vibrant longer. It also detangles, adds shine, softens hair, and reduces static and drying time. Finally,

**Keep Color Alive Conditioner** contains shea butter to moisturize dry, damaged hair and hydrolyzed quinoa protein to strengthen, nourish, hydrate and protect against environmental stress. pH-balanced formulas contain a fresh, light grapefruit fragrance.

Reach **Agnes Evangelista** at [sales.marketing@manicpanic.com](mailto:sales.marketing@manicpanic.com).

[manicpanic.com](http://manicpanic.com)



**ManiGlovz/Booth BV2** seeks distributors and beauty stores for its family of ultra chic **UV Protective Manicure and Sunblock Gloves**

(MSRP \$24.00) to wear during gel manicures to protect skin from UV rays. ManiGlovz are made with an UPF 50+ material and offered in fabulous, fun prints. Each set comes in a 4 x 6-inch pouch that's purse-perfect.



Founder **Kim Motola** has always been a fanatic about sunscreen—not just at the beach or pool, but every day. Kim even applies sunscreen during those minuscule moments—in and out of the car and

running errands—to keep wrinkles and age spots at bay. Every time she placed her hands under the UV lights during her gel manicures, she couldn't help but wonder, is this safe? One day while curing her polish under the UV lamp, she could feel her hands getting uncomfortably hot. Not wanting to give up her gel manicures, Kim created ManiGlovz. Reach **Rachael Diamond** at [rachael@pressboxpr.com](mailto:rachael@pressboxpr.com). [maniglovz.com](http://maniglovz.com)

**Marilyn Brush by Robanda/Booth 24151** seeks domestic and international distributors, beauty stores and retailers for the new **Halo Titanium Series** (Titanium Round 3.25-inch/MSRP \$16.00, Titanium Round 2.5-inch/MSRP \$12, Titanium Paddle/MSRP \$12.00). The vented halo design allows for circulated air flow to achieve a faster drying time. Its curved shape and double-flex boar bristles contour to hug the scalp for less breakage. An ergonomic soft-touch handle provides comfort and grip while styling. Double-flex boar bristles contour to hug the scalp for less breakage. Nano-ionic technology in the barrel



and bristles helps reduce frizz and adds shine. They can heat up to 120°F. For domestic sales, reach **Luda Phipps**, national director of sales and business development, at [luda@robanda.com](mailto:luda@robanda.com). For international sales, contact **Shawn Russell**, vice president, international sales, at [shawn@robanda.com](mailto:shawn@robanda.com). <https://marilynbrush.com> Robanda will be offering special discounts to celebrate its 20th anniversary.

*Cosmoprof North America Preview cont. on page 20*



Cosmoprof North America cont. from page 19



**Marrakesh by Earthly Body/Booth 14087** debuts its 100% vegan Marrakesh Collection for Fine Hair. All four products, including **Marrakesh Shampoo for Fine Hair** (12 oz./MSRP \$13.99), **Marrakesh Conditioner for Fine Hair** (12 oz./MSRP \$15.99), **Marrakesh X Leave-In Treatment & Detangler** (4 oz./MSRP \$15.99) and **Marrakesh Light Oil** (2 oz./MSRP \$22.99), contain a blend of light, nourishing oils and botanicals that hydrate and protect fine hair weightlessly while minimizing frizz and flyaways. They leave hair manageable, shiny and healthy. Each product features a refreshing new Light Breeze scent. Products are safe for color-treated hair. A percentage of every sale is donated to the nonprofit **Get Together Foundation** to support worthy causes. For domestic sales, reach **Laura Sweet**, national sales manager, at [laura@earthlybody.com](mailto:laura@earthlybody.com). For international sales, contact **Sandy Arias**, international sales manager, at [sandy@earthlybody.com](mailto:sandy@earthlybody.com), [earthlybody.com](http://earthlybody.com)

**Mehron/Booth 48181** launches **Mehron CreamBlend Foundation Sticks** (MSRP: \$13.50), a highly pigmented cream makeup in a convenient ultra-portable stick that provides the ultimate in full coverage, all-day wear and a flawless, smooth finish. Available in 40 skin-tone shades, this professional, full-coverage cream formulation withstands the utmost in extreme



performance conditions, including Hollywood's and Broadway's hot stage lights. Skin-nourishing ingredients include aloe leaf extract and vitamin E. Makeup Artist **Letty Lopez** will bring the newest trends to life with a body paint demo on Sunday and Monday, 10 a.m. to 3 p.m. Reach **Katie Perez**, marketing and sales manager, at [katiep@mehron.com](mailto:katiep@mehron.com), [mehron.com](http://mehron.com)

**Melanie Mills Hollywood/Discover Beauty 42003** seeks domestic and international distributors and beauty stores. New **Gleam Face & Body Radiance** in Ahood Gold (3.4 oz./MSRP \$45.00, 1 oz. mini/MSRP \$18.00). This multicultural vegan makeup for face and body is a lightweight crème formula that



diminishes minor imperfections while evening skin tone and texture with a dry velvet finish. Six universal shades allow you to choose the desired finish from a sheer glow to a deep bronze. Infused with botanicals, including green and white tea, aloe vera and brown seaweed, it hydrates the skin while leaving a dry, silky finish.

The new **Hollywood Candle** (MSRP \$28.00) featuring the company's signature gleam scent comes in a beautiful glass container with a metal lid and has a burn time of approximately 50 hours. The vegan coconut wax blend is hand-poured in the United States. For more information, reach **Joanna Nelson**, beauty director, at [joanna@melaniemillshollywood.com](mailto:joanna@melaniemillshollywood.com), [melaniemillshollywood.com](http://melaniemillshollywood.com)

**Miage/Booth 49245** seeks North American distributors for the first waterless skin-care line to leverage isotonic nutrient delivery and a proprietary La Milpa cactus-based solution to activate dormant stem cells in the skin. You won't find buzzwords like "anti-aging" or "turning back time" on Miage's packaging, but a reminder to celebrate the present. These isotonic formulas match the natural environment of a healthy cell, allowing its active ingredients to supply cells with its regenerative nutrient blends. As stem cells activate, they feed skin a blend of amino acids, proteins, polysaccharides, flavonoids, organic acids, and other healing nutrients.

The line includes **The Isotonic Eye Elixir** (0.5 oz.), **Invoke The Night Cream** (2 oz.), **Manifest The Day Lotion** (2 oz.), **Clarity The Purifying Wash** (5 oz.) and **Bloom La Milpa Lip Treatment** (1 oz.). Reach **Tyler Barnett**, sales representative, at [tyler@tylerbarnettpr.com](mailto:tyler@tylerbarnettpr.com), [miageskin.com](http://miageskin.com)

**The Miracle Fruit Oil Company/Booth 9086**

seeks North American and international reps, distributors and beauty stores for new **Miracle Fruit Seed Oil Hair Treatment** (50 ml/MSRP \$50.00). Proprietary natural/organic plant-based miracle fruit (*Synsepalum dulcificum*) seed oil from the miracle fruit berry contains an active fraction that results in significant improvements in hair strength and repair. The hair treatment and the results of the scientific/clinical studies will be presented at Cosmoprof. For more information, reach **Elizabeth Resnick**, CEO, at [info@miraclefruitoil.com](mailto:info@miraclefruitoil.com), [miraclefruitoil.com](http://miraclefruitoil.com)





**Moda/Booth 40087** seeks distributors and beauty stores for its fun cosmetic brushes. **MODA Brush Rainbow** (MSRP \$24.99) features bold and bright brushes reflecting the beauty of the rainbow. The kit includes powder, precision contour, highlight & glow, super crease, small shader and brow designer brushes. Until June 2020, MODA Brush will donate \$2.00 from each kit sold to **True Colors United**, a non-profit that combats youth homelessness with a focus on LGBTQ.

**The MODA Brush Totally Electric 7-Piece Set** (MSRP \$19.99) offers a clear and iridescent zip pouch with crease, small shader, detail,



glam topper, fine liner and brow brushes in electric colors.

The **MODA Brush Posh Pastel 5-Piece Set** (MSRP \$19.99)

is a posh 5-piece set in delicious macaron colors. With just enough brushes to complete a full face, you'll be living a pastel flower fantasy. The kit includes a travel case, plus pointed blush, highlighter, shader and lip brushes.



The **MODA Brush Renew Kit** (MSRP \$19.99) offers brushes that are as eco-friendly as they are beautiful. The biodegradable handles are made from a



sustainable plant-based polymer brush pouch. This set also includes a cotton, canvas brush pouch. For more information,

reach **Susan Kelly**, marketing and sales director, at [susan@royalbrush.com](mailto:susan@royalbrush.com). <http://www.royalbrush.com/>

**Mr. Pumice by Robanda/Booth 24151** seeks domestic and international distributors, beauty stores and retailers for the new **Mr. Pumice Pedi-Spa** (\$4.99 per 4-Step Pedicure Set) 4-step pedicure set with four invigorating fragrances. The vegan,



paraben-free and gluten-free four steps include

**Detoxifying**

**Salt Soak** to cleanse, purify and soften skin; **Smoothing Sugar Scrub** to gently buff away dry, rough skin, leaving feet smooth and polished; **Nourishing Masque** to draw out impurities to promote radiant healthy-looking skin; and **Massage Butter** to moisturize skin. Each product is individually packed with the perfect amount for a single pedicure. For domestic sales, reach **Luda Phipps**, national director of sales and business development, at [luda@robanda.com](mailto:luda@robanda.com). For international sales, contact **Shawn Russell**, vice president, international sales, at [shawn@robanda.com](mailto:shawn@robanda.com). Robanda International is celebrating its 20th anniversary and will offer special discounts to celebrate this incredible milestone!

**Natasha Moor Cosmetics/Discover Beauty** debuts its luxurious collection of cosmetics, including 21 bold and empowering matte lipsticks (MSRP \$20.00 to \$36.00). But Natasha Moor is much more than makeup. This global, celebrity makeup artist, philanthropist and mentor's mission is to inspire the women who have inspired her. She is dedicated to her craft



and knows firsthand the power of makeup to transform a client's confidence. Natasha stages

one-day BOSS Rani events to empower women to be their best. As a philanthropist, she is determined to bring confidence back to women and children whose power has been taken from them by supporting an orphanage in Bali, supplying shoes in India through proceeds of her "Soulmate" shade and spending time in Compton, CA, talking to young women and helping them use makeup to subtly improve their looks. Reach **Adrienne Kramer, ProBeauty Partners**, at [info@probeautypartners.com](mailto:info@probeautypartners.com). <https://natashamoor.com/>

**Neuma/Booth 30261** seeks domestic and international distributors and beauty stores for its lovely collection of vegan products. New at Cosmoprof are **neuBody & Mind Age-Defying Restoring**



**Crème** (6.8 fl. oz./MSRP \$35.00) and **neuBody & Mind Age-Defying Replenishing Oil** (3.4 fl. oz./MSRP \$45.00). These new body products deeply nourish all skin types with plant-based ingredients and essential oils. Each formula contains over a dozen skin-nourishing extracts that provide much-needed

hydration while fighting the effects of external environmental pollutants. The hero ingredient, moringa oil, super-charges the products with its high concentration of vitamins A, C and E. This lightweight oil penetrates quickly and deeply to help the skin retain moisture, while infusing age-defying power. For more information about Neuma, reach **Jeff Orrell**, president, at [jeff@neumabeauty.com](mailto:jeff@neumabeauty.com). [neumabeauty.com](http://neumabeauty.com)



Cosmoprof North America cont. from page 21

**Nirvel/Booth 16119** seeks rep groups and distributors for its new **Xpress Mask** (300 ml/MSRP \$24.00, 1000 ml/salon \$29.92). This keratin- and vitamin-rich deep conditioner adds protein, moisture and shine with no heat



in just 1 minute! It also defrizzes and detangles hair. It has a light texture and fresh

fragrance, leaving your hair exceptionally shiny. Reach **Pablo Miralles**, USA manager, at 862-703-0264 or [pmiralles@nirvel.com](mailto:pmiralles@nirvel.com). [nirvel.com](http://nirvel.com)

**Nourishing Biologicals/Booth 7205** seeks domestic and international distributors for its new **Biologicals L'Unique Miracular Rejuvenation Collection**. Products include **L'Unique Miracular Serum for Women** (20 ml/MSRP \$90.00), **L'Unique Miracular Face Serum for Men** (20 ml/MSRP \$79.00), **L'Unique Miracular Skin Essence** (50 ml/MSRP \$129.00) and **L'Unique Miracular Eye Cream** (20 ml/MSRP \$89). The company is also announcing that **L'Unique Miracular Retinol** will launch later this year.

Nourishing Biologicals combines Nobel prize-winning technology with the company's trademark Miracular Cellular Communication. Products are free of harmful chemicals and formulated to stop inflammatory pathways, protect genetic material, improve the

formation of collagen, improve the resilience and longevity of skin cells and foster the growth of healthy skin.

In addition to the new products, the Nourishing Biologicals team will have a UV Skin Analyzer, which can detect skin damage not seen by the naked eye, and an esthetician on-hand to discuss skin rejuvenation solutions. Founder of Nourishing Biologicals **George Sadowski MD** and several celebrity guests are scheduled to speak during the show. Reach **Andrew (Andy) Carlton**, chief operations officer, at [andyc@nourishingbiologicals.com](mailto:andyc@nourishingbiologicals.com). [nourishingbiologicals.com](http://nourishingbiologicals.com)

**Olivia Garden/Booth 2751** presents the **Ceramic + ion Professional 1-inch Flat Iron** (MSRP \$129.00). With increased durability and versatility, this 1-inch flat iron features 3D floating plates that straighten and curl with



ease, and 11 different temperature settings. Featuring Ceramic + ion technology, the flat iron glides from root to tip, leaving a smooth, flyaway-free finish, thanks to gentle ceramic heat. MCH heaters reside in both plates to ensure the iron heats up and recovers temperature almost instantly, guaranteeing each pass is completed

at the preferred temperature. Reach **Anne Maza**, vice president of marketing and sales, at [amaza@oliviagarden.com](mailto:amaza@oliviagarden.com). <http://www.oliviagarden.com>



**Olaplex/Booth 31113** introduces **N°7 Bonding Oil**. Formulated with the same patented bond-repairing chemistry as all Olaplex products, this leave-in oil repairs and styles all hair types and textures. It strengthens and repairs, creates high shine, offers a UV/heat protectant, extends color to renew its vibrancy and conditions hair. The ultra-light-weight formula is vegan and cruelty free. Reach **Jeff Schwartz**, senior executive vice president, North American sales and distribution, at [jeff@olaplex.com](mailto:jeff@olaplex.com). Visit [olaplex.com](http://olaplex.com).



**OMM/Beauty Vanities Booth 20** seeks domestic and international distributors for its

luxury line of spa products. Inspired by ancient traditional Mediterranean and Asian ingredients and rituals, OMM's all-natural scrub, soak and salt polish refine skin, help balance your chakras, and reveal calmer and fresher-looking skin, leaving it soft, smooth and glowing.

The **Floral Soaking Bath Salt** (9 oz./MSRP \$22.50) contains rich Pink Himalayan and Dead Sea salts that stimulate circulation, clean pores, detox and address skin complaints, while nourishing skin. Renowned for their therapeutic effects, these salts, combined with pure essentials oils, jasmine and rose petals, provide a memorable bathing experience.



**Emulsified Sugar Scrub** (8 oz./MSRP \$29.75), a nourishing and moisturizing exfoliating sugar scrub, features natural oils of almond, camellia sinensis, coconut and

emulsified sugar cane crystals that help stimulate skin regeneration, boost skin cell revitalization, and act as an anti-aging agent to help brighten and tone the skin and prevent moisture loss while gently buffing away dry skin cells, promoting its natural renewal process, and leaving behind an unforgettable natural scent and glow. Fragrance options include Cacao Foncé and French Pear.



**Oatmeal Salt Scrub & Soak** (9 oz./MSRP \$27.50) This Oatmeal Honey Salt Scrub & Soak is blended with ground oats and Epsom salt to scrub away dead skin cells gently, as they help balance, detox and calm skin. It's filled with vitamin A, E and D to deeply moisturize skin, leaving it feeling super silky and glowing.



Reach **Kseniya Gorshkov**, brand executive, at

kseniya@ommcollection.com.  
**ommcollection.com**

**Ouidad/Booth 20087** seeks domestic and international distributors for its new line of dry styling products for curly hair. Formulas are fortified with a nutrient-rich complex that restores weakened, damaged hair and strengthens against damage. Invisible formulas leave no residue behind. Products include **Going Up! Volumizing Texture Spray**, **Revive & Shine Dry Oil Mist** and **Clean Sweep Invisible Dry Shampoo** (MSRPs \$28.00-\$36.00). For professional sales, reach **Lee Nielson**, vice president of sales, at [leen@jdbeauty.com](mailto:leen@jdbeauty.com). For international sales, contact **Rita Harris**, vice president, international sales, at [ritah@jdbeauty.com](mailto:ritah@jdbeauty.com). **ouidad.com**

**Prorituals by Robanda/Booth 24151** seeks domestic and international distributors, beauty stores and retailers for the new **Proform Firm Hold Hairspray** (9.9-oz. aerosol/MSRP \$22.00), the first product to

launch in new packaging rebrand. Suitable for all hair types, the spray combines long-lasting hold with easy brushability for a high-control finish. It keeps hair in place all day while providing frizz-free, touchable control. It adds



high lift and lasting shine, and brushes out without flaking. Firm-hold polymers provide strong-hold styling memory while sunflower seed oil and jojoba leave hair with added strength, shine and manageability. For domestic sales, reach **Luda Phipps**, national director of sales and business development, at [luda@robanda.com](mailto:luda@robanda.com). For international sales, contact **Shawn Russell**, vice president, international sales, at [shawn@robanda.com](mailto:shawn@robanda.com).

<https://prorituals.com/>



**Pureland/Booth 44212** seeks distributors for its new 100% all-natural **TherapyBlow Dry Cream** (2 oz./MSRP \$24.00),



which adds maximum volume with minimal product applied at the roots. Also new is **Shampoo for Fine Hair** (MSRP \$28.00). It leaves the hair squeaky-clean with volume. Finally, new 700-ml shampoos and conditioners are great for backbar or retailing. They include **Harmony Cleansing Dew** (MSRP \$32.00), **Balance**

**Cleansing Dew** (MSRP \$32.00) and **Rejuvenate Cleansing Dew**; (MSRP \$35.00) and **Enrich Daily Conditioner** and **Restore Daily Conditioner** (MSRP \$32.00). Pureland is located in Discover Green, which is reserved for all-natural products. Reach **Andre Chiavelli Consulting** at [andrechiavelli@yahoo.com](mailto:andrechiavelli@yahoo.com). **purelandbeauty.com**



**Research in Beauty/Booth 26220** seeks distribution for new **Nano DryFix Thermal Repairing Leave-In Spray** (4 oz./MSRP \$34.00), a product for fine and limp hair that fights damaging hair degradation and dryness caused by repeated chemical treatments and sun exposure. Thermal Repairing Leave-in Spray features Research in Beauty's keratin microcapsule technology, which helps nourish and repair the cortex and seal split ends by releasing a natural moisturizing protective layer on the hair shaft. The spray also acts as a thermal heat protectant. The result is soft, flowing, beautiful hair. Reach **Eyal Uzana**, president, at 240-246-5904 or [eyal@researchinbeauty.com](mailto:eyal@researchinbeauty.com). **researchinbeauty.com**



*Cosmoprof North America Preview cont. on page 24*



**ReThink/Booth 26135 (BTB Sales & Marketing)** seeks international distribution for



its full line of CBD wellness and beauty products. New products include **ReThink CBD Hand & Body Lotion** (8 oz./16 oz.), **ReThink Eye Serum** and **ReThink Anti-Aging Cream**.

The brand offers consumers a wide array of full-

spectrum, pharmacy-grade CBD products for wellness and general health. The collection features creams, topicals, oils and supplements. The Hemp/CBD Category is one of the hottest categories on the market, and the company calls it the supplement of the century. Reach **Michael Volovitz**, president, at [michael@cbdrethink.com](mailto:michael@cbdrethink.com). [cbdrethink.com](http://cbdrethink.com)



**Retinol by Robanda/Booth 24151** seeks domestic and international distributors, beauty stores and retailers for its anti-aging skin-care line, **Retinol by Robanda**,

which is getting a facelift! The company has removed harsh ingredients and raised its levels of retinol for even better results. The makeover includes a new bright and fresh look, clean and updated formulations and a complete rebrand from product name to inner and outer packaging.



Products help to reduce the appearance of fine lines, brighten dull skin, treat acne and accelerate skin renewal for firmer, more evenly toned skin. The range includes **Nightly Renewal Cream** (2 oz./MSRP \$24.00), **Daily Renewal Cream** (2 oz./MSRP \$24.00), **Pigment Therapy** (1 oz./MSRP \$24.00), **Active Renewal Eye Gel** (15 ml/MSRP \$22.00), **Advanced Renewal Serum** (2 oz./MSRP \$25.00) and **Anti-Aging Hand Treatment** (3 oz./MSRP \$20.00). For domestic sales, reach **Luda Phipps**, national director of sales and business development, at [luda@robanda.com](mailto:luda@robanda.com). For international sales, contact **Shawn Russell**, vice president, international sales, at [shawn@robanda.com](mailto:shawn@robanda.com). <https://retinol-skincare.com/> Robanda is celebrating its 20th anniversary and will offer special discounts to celebrate this incredible milestone!

**Reuzel/Booth 29229** seeks expanded distribution in select countries for its new **Spray Grooming Tonic** (12 oz./MSRP \$18.00) and **Surf Tonic** (12 oz./MSRP \$15.00). Ideal for finer, textured hair, Spray Grooming



Tonic provides a light hold and low shine. This quintessential blow-dry tonic helps form the perfect pompadour and is ideal for creating volume, lift and texture when lighter hold is desired. It also protects hair from thermal styling. Surf Tonic is ideal for all hair types when texture,

volume and a matte finish are desired. It can be layered with any other Reuzel product to add grip and volume that exaggerates the hair's natural texture, leaving hair with a matte finish. Reach **Marta Rubenstein Harmon**, senior vice president, global sales and education, at [marta@reuzel.com](mailto:marta@reuzel.com). [reuzel.com](http://reuzel.com)



**Save Me From/Booth 41042** debuts its full hair treatment collection that combats every specific source of damage. Save Me From targets every layer of the hair and scalp with patent-pending, next-generation Fenugen technology, encapsulated with Ayurvedic Fenugreek sourced from organic, Fair Trade farms near the Blue City in India. Alongside Fenugen, Save Me From's Bond Reboot unites skin-care-worthy actives caffeine, creatine, panthenol and Brazilian silk worm proteins to visibly improve scalp and hair over time. Save Me From treats hair based on the damage it is most exposed to, and is designed to be applied to the scalp, so healthy hair emerges from the start. Tip-to-Roots Hair-Reboot formulas treat **Age Acceleration, Product Overload, Pollution Assault, Chemical Conflict, Thermal Obsession** and **Sun + Sweat** (3.4 oz./MSRP \$98.00, .5 oz./MSRP \$29.00). <https://savemefrom.com/>

**Sewicob Inc./Booth 25142** launches two products. The **Vincent Backpack** (14x20x4 inches/MSRP \$110.00) features multiple compartments to hold clippers, shears, combs, a laptop/tablet and other essential accessories. Includes extra breathable padding on the back and the straps, making it comfortable to travel with your supplies.

The **Black Countertop Tray** (26x20x4 inches/MSRP \$95.00) provides a sleek and organized workstation. The red fabric lining gives the perfect accent to the all-black design. With removable slots for clipper guides and a removable neck strip dispenser, it keeps any station organized. Reach **Alex Shin** at [sales@sewicob.com](mailto:sales@sewicob.com). [sewicob.com](http://sewicob.com)





**Skinbuzz/Booth 44229 Discover Green** seeks distributors and beauty stores for its new collection of organic products that encourage adolescents to take care of their skin.

The line includes five products.

**Bee-Safe Mineral Sunscreen 30 SPF** (MSRP \$29.50) uses nourishing peptides and royal jelly to absorb fast, clear blocked pores, heal and brighten skin. **Clean-Bee Cleanser** (MSRP \$25.00) features propolis, a natural healing antiseptic and anti-inflammatory substance used by honeybees to strengthen their hive, white willow, aloe vera and cucumber. **Bee-Witched Toner** (MSRP \$19.00) contains witch hazel, propolis, citrus and aloe vera to fight acne-causing bacteria while brightening the skin.

**Bee-You-Tiful Moisturizer** (MSRP \$38.00) combines the anti-bacterial and anti-inflammatory properties of beeswax and skin-queching ingredients like jojoba and grapeseed oil to protect and nourish skin without clogging pores. **Coal-Bee Charcoal Mask** (MSRP \$28.00) features bee ingredients like propolis and royal jelly. This charcoal and bentonite clay mask provides a deep clean and a healthy glow.

The brand was founded by esthetician, acne specialist and mom, **Nicole Sullivan**, after she unsuccessfully searched the market for gentle, healing, organic skin-care for her daughter who, like most kids/teens, had sensitive and acne-prone skin. Organic ingredients are sustainably sourced from the world of bees and made in the USA. Since each product gets a major boost from the magic of bees, Skinbuzz donates 5% of



profits to the **Planet Bee Foundation**. Reach **Nicole Sullivan**, founder, at 818-486-5111 or [nicoles@skinbuzz.com](mailto:nicoles@skinbuzz.com) or [skinbuzz.com](http://skinbuzz.com)



**Spare My Hair/Booth 44276** seeks domestic and international manufacturers' reps, distributors and beauty stores for its all-natural hair re-growth products, which help rebuild, reconstruct, regrow and revitalize fine and thinning hair and combat hair loss for both men and women. This collection of luxurious, plant-powered formulas includes **Reconstructive Shampoo** (8 oz./MSRP \$35.00), **Reconstructive Conditioner** (8 oz./MSRP \$35.00), **Softgel Vitamins** (90 softgel/MSRP \$44.00) and **Scalp Hair Solution** (4 oz./MSRP \$35.00). These daily-use, physician-recommended products—each with a provisional patent—fit easily into your daily routine without breaking the bank.

Spare My Hair was created by **Shahinaz Soliman, MD**, a board-certified physician who sought a natural, common-sense, affordable solution for her patients who were struggling with hair loss. After extensive research and testing to create her formulas, her patients experienced hair growth. Spare My Hair was born. Reach **Denise M. DiPasquale**, vice president, sales and marketing, at 310-560-7479 or [denise@sparemyhair.com](mailto:denise@sparemyhair.com) or [sparemyhair.com](http://sparemyhair.com)

**StyleCraft/Booth 30237** seeks distributors for the new **StyleCraft Super Ceramic Flat Iron** (MSRP \$59.95) and the new **StyleCraft Accessories Collection**. The ceramic flat iron leaves hair smooth, shiny and frizz free at an accessible price point.

The StyleCraft Accessories Collection includes the **StyleCraft Shampoo Massage Brush** (salon \$5.95), which gets deeper to the roots to stimulate the scalp; the **StyleCraft Smoothing Brush** (salon \$5.95), a gentle detangling brush that feels comfortable in the palm of your hand and creates brilliant shine; the **StyleCraft Spinner Brush** (salon \$5.95), a 2-sided comb that spins in your hand to help focus and reduce stress and anxiety; and the **StyleCraft Pocket Sprayer** (salon \$2.49), a sleek, tall and ultra-thin spray bottle that slides easily into a pocket without any bulk or weight. This elegant, minimal version of a salon essential is perfect for stylists or barbers. Reach **Austin Russo**, vice president, at [austin@stylecraftus.com](mailto:austin@stylecraftus.com) or [stylecraftus.com](http://stylecraftus.com)



Cosmoprof North America Preview cont. on page 26



Cosmoprof North America cont. from page 25

**Sutra/Booth 29204**

seeks distributors, reps and beauty stores for its new tools that significantly reduce styling time, including the **BD2 2nd generation**

**Infrared Blow Dryer** (MSRP \$249.99), **6P Set** (MSRP \$174.99), **Glider, New Curling Iron** and **Travel Set** (MSRP \$79.99). The BD2 is a second-generation blow dryer that uses far infrared light, leaving hair looking and feeling silky smooth. The infrared technology eliminates the risk of burns and damage to the hair with even heat distribution. Reach **Tisa Hernandez**, wholesale account manager, at [tisa@sutrabeauty.com](mailto:tisa@sutrabeauty.com) or 818-423-6173. [sutrabeauty.com](http://sutrabeauty.com)



**Tropical Shine by Robanda/Booth 24151** seeks domestic and international distributors, beauty stores and retailers for the **Eco-File** (MSRP \$1.99), its new collection of eco-friendly nail files. Four file types include 100/180 Coarse/Medium, 120/150

Coarse/Semi-Coarse, 180/240 Medium/Fine and 150/180 Semi-Coarse/Medium. The 100% recyclable nail file has a core made from compressed recycled paper instead of plastic, while the display is made from recycled cardboard. For domestic sales, reach **Luda Phipps**, national director of sales and business development, at [luda@robanda.com](mailto:luda@robanda.com). For international sales, contact **Shawn Russell**, vice president, international sales, at [shawn@robanda.com](mailto:shawn@robanda.com).

**tropicalshine.com/products**

Robanda International is celebrating its 20th anniversary and will be offering special discounts and exciting new launches to celebrate this milestone!

**Uberliss/Booth 30197** seeks domestic and international distributors and beauty stores for its new **Ocean Bae Sea Salt Spray** (MSRP \$24.99). Created at the Uberliss headquarters in Chicago, Ocean Bae is fortified with salt found in the

Mediterranean Sea. It has a pH balance of 8.3 and matches that of the ocean, bringing the beach to your hair. The new vegan, sea salt spray contains castor oil, which helps to manage and soften the feel of the hair, creating touchable waves. It also contains a water repellent to keep frizz at bay. It leaves hair soft, while still providing texture, volume and a matte finish. For more information, reach **Hasan Syed**, president, at [hasan@uberliss.com](mailto:hasan@uberliss.com). [uberliss.com](http://uberliss.com)



**Valera**

**USA Corp/Booth 16087** seeks sales reps for the West Coast and Canada and full-service distributors for North America for four new professional hairdryers launching in its Valera Salon Exclusive line.

The Dynamic Pro hairdryer line features three models with three motor variations:

- **Dynamic Pro 4200** with BLDC-ENDURO-X select motor
- **Dynamic Pro 4100** with AC-Performance select motor
- **Dynamic Pro Light 4000** with DELTA-DRIVE select motor

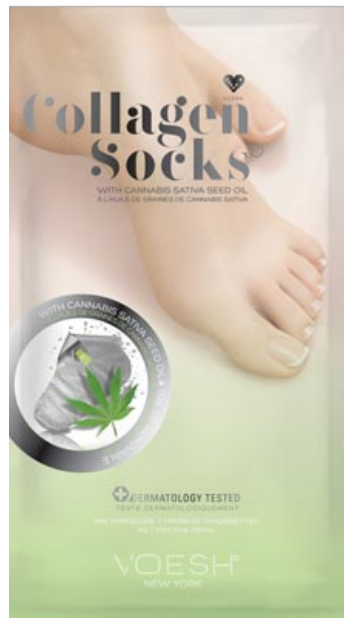
The Dynamic Pro hairdryer offers unimaginable individuality and control when styling due to its slim, long shape. With its freedom of movement and safety in handling, hair styling becomes truly dynamic.

Also new is the **Color Pro Light 3000 hairdryer**. Thanks to its extreme drying speed, the Color Pro hairdryer with the new Delta-Drive motor and Color Boost system enhances the radiance of dyed hair, making it a must-have for color specialists.

All Valera dryers now feature the new, exclusive, patent-pending BackStop System, which protects the motor from failures caused by hair getting caught in the inner workings of the dryer. Reach **Christopher Horstkamp**, vice president of sales, USA & Canada, at 929-214-1943 or [c.horstkamp@valera-usa.com](mailto:c.horstkamp@valera-usa.com). For more information, contact **Sergio Bove**, international sales manager, at +41 76 560-8336 or [sergio.bove@ligo.com](mailto:sergio.bove@ligo.com). [valera.com-valera-usa.com](http://valera.com-valera-usa.com)







**Voesh/Booth 18181** seeks distributors and beauty stores for its new **Collagen Gloves & Socks with Cannabis Sativa Seed Oil** (1 pair of gloves/socks, single-use/salon \$2.50) and **Pedi in a Box 4 Step Deluxe CBD Calm** (single-use 4 Packettes/salon \$2.80). The company is also adding an unscented version of its popular **Pedi in a Box 4 Step**.

Salons' favorite Voesh Collagen Gloves and Socks are now infused with Cannabis Sativa Seed Oil. Enriched with plant-based collagen, CBD oil and eucalyptus extract, this ultra-rich and nourishing cream delivers an intense dose of moisture and visibly restores youthfulness. CBD oil and collagen instantly sooth and calm the skin, bringing comfort and relaxation to the senses. Use them for manicure and

pedicure services to relax hard-working hands and tired feet. They're made with dual-layer biodegradable material that provides 99% UV/LED ray protection. Perfect for salon services and retail.

Experience your calm with **Pedi in a Box 4 Step Deluxe —CBD Calm**. Infused with cannabis sativa seed oil, CBD Calm delivers a pedicure experience that instantly soothes and calms



the skin. All steps, including **Sea Salt Soak**, **100% Sugar Scrub**, **Mud Masque** and

**Massage Butter**, are single-use. Reach **Sam Petrony**, director of business development, at [ussales@voesh.com](mailto:ussales@voesh.com). **voesh.com**

**Congratulations to Wahl/Booth 28229**, which is celebrating its **100th Anniversary!** Stop by and congratulate them and check out their new men's line. Reach **Anne Marie Kollias**, national sales manager—professional, at [akollias@wahlclipper.com](mailto:akollias@wahlclipper.com). **wahlpro.com**

**Wellness Premium Products/Booth 12110** sees distributors for its new collection of health-focused, botanical hair care infused with organic cold-press hemp seed oil. Products help strengthen every hair, stimulate the scalp's microcirculation, replenish the hair's luster and help stimulate hair growth, leaving hair stronger, softer and shinier after the very first use.

**Wellness Premium Hair Mask** is infused with organic cold-press hemp seed oil extract. It also contains pure keratin, vitamins and minerals to nourish and rejuvenate the hair, repair dry, damaged hair and improve elasticity and shine. **Wellness Intensive Hair Serum** is a lightweight styling treatment that adds radiant shine, as it strengthens and protects the hair against heat styling. **Wellness Premium Shampoo and Conditioner** eliminate build-up and promote shine, as they strengthen and thicken hair. **Wellness Premium Organic Hemp Seed Oil Ampoules** for dry and damaged hair help repair while replenishing

natural oils. **Wellness Premium Micro Capsule Hair Mask** is enriched with nuts, herbs and keratin to help improve the condition of highlighted, bleached, blonde, curly and dry hair. This salt-free keratin mask leaves hair stronger and helps protect it against future damage. **Wellness Premium Yogurt Gel** lets you style and sculpt. The line is free of sodium chloride and paraben.

Reach **Roni Josef**, CEO, **Be In Beauty**, at [rjosefonline@gmail.com](mailto:rjosefonline@gmail.com) and 702-547-6000. **wellnesspremiumproducts.com**

**WWP/Booth 46425** will showcase three new beauty collections, including **Rei**, **Arcana** and **Lumiere**, a romantic collection consisting of a variety of cosmetic and skin care products for





lip, face, cheek and body. Inspired by the word origin in French meaning "light," Lumiere is designed to increase emotional well-being with anti-pollution and super-food blend ingredients. This multi-functional collection includes a **lip sleep masque** enriched with plant cells, a **superfood lip glaze** infused with celery, kale and spinach extracts, a **water-based cooling and lightweight highlighter for face & body**; a **silky crème blush**; a **fragrance balm** and a **lightweight masque** for hydration and balance.

REI, a minimalistic collection inspired by Rei Kawakubo, celebrates mature skin. In addition to dual-action products infused with peptides to firm, plump and hydrate, REI also features a **frosted matte lipstick** containing Volulip, which increases lip volume and hydration; a **radiance primer** formulated with peptides and travel pigments to help blur skin and achieve long lasting radiance; a timeless **eye palette** and an **air-finished pressed highlighter compact** that offers a soft natural glow for every skin tone.

Arcana was inspired by gender-neutral products and formulas for today's most savvy consumers. Geared toward sustainability, the collection houses formulas containing functional ingredients in packages with an elevated basics presentation. Highlights include **Regenerate**, a brow treatment formulated with peptides that promote the growth of lashes and brows and aid in the reversal of the oxidation process that causes grey hair growth, a **post shave oil** designed to smooth and hydrate, a **cleanser balm** and a lightweight, fast-absorbing **lotion** laced with orange peel essential oil.

WWP LLC provides the cosmetics and

personal care industries with a complete range of packaging components, custom and stock molding, and product development and sales. Reach **Jim Farley**, executive vice president of global business development, at 800-950-0390. [wwpinc.com](http://wwpinc.com)

**Yubi Beauty, LLC./ Booth 43043** seeks domestic and international reps and distributors for its new **Complete Clean Kit**

(MSRP \$28.00), which helps keep makeup brushes clean day to day. It includes one bottle of **One, Two, FRESH spray** (2 oz.), one bottle of **Deep Clean Cleanser** (4 oz.), which is formulated with natural and organic ingredients, and one **YUBI texture cloth**. The kits keeps the YUBI Buff Brush, and any makeup brushes and



sponges, fresh and clean of oils and bacteria. Then, the new **One, Two, FRESH spray** will remove the dry time, making it easier to travel with the YUBI Buff Brush. Reach **Adiya Dixon Wiggins**, founder, at [info@loveyubi.com](mailto:info@loveyubi.com). [loveyubi.com](http://loveyubi.com)

**Zadro/Booth 19067** seeks distribution for the new **White Luxury Towel Warmer** (model #TWB01/MSRP \$129.99), the **Huntington LED Rechargeable Oval 5X/1X Mirror** (model #LOURV45 in Satin Nickel & #LOURV75 in Polished Nickel Finish/MSRP \$119.99); and the **Z'Fogless Rechargeable LED Shaving Mirror** (model #ZWTAR20S/MSRP: \$49.99).

Available in a brilliant white finish with natural bamboo accents, this oversized, bucket-style, extra-large towel warmer accommodates up to two 40- x 70-inch bath towels, robes or your favorite throw blanket. The auto shut-off ensures safety, with four timer settings (15, 30, 45 or 60 minutes).



Beauty and technology meet with Zadro's multi-tasking vanity mirror. This cordless mirror, with a built-in rechargeable battery and bright LED lighting that evenly illuminates your entire face. has a large oval dual-sided mirror head with 5X magnification to see fine details. The 1X side gives you a full-view of your face and hair. Smart Dimmer touch technology remembers the last brightness level used and also lets you soften or brighten the lighting to your exact preference. The USB port offers a convenient charging station for your devices, while the white accent light in the base gives a candlelit glow to any room.



The Rechargeable Fogless Water Mirror is the ultimate shaving companion. The patent-pending Cascading Fogless Technology gets the mirror fog-free within 2 seconds and guarantees a fogless experience during your



entire shave. Enjoy 50 shaves on a single full charge with the built-in rechargeable battery. Its bright LED lighting evenly illuminates your entire face—even in the shower—while the included wall mounting bracket lets you adjust the mirror to your height preference. Reach **Chris Gagliano**, national sales manager, at [chrisg@zadroinc.com](mailto:chrisg@zadroinc.com). [zadroinc.com](http://zadroinc.com)





**Zenagen/Booth 18059** seeks distributors for new leak-proof, 2.5-oz travel tubes of its award-winning treatment shampoos and conditioners for hair loss and hair repair. The **Zenagen Revolve Collection** naturally targets hair loss, while the **Evolve Collection** is perfect for hair lengthening and repair. They are TSA-approved, and in new and improved leak-proof packaging, perfect for any jetsetter. Reach **Hannah Baker**, marketing coordinator, at [hannah@zenagen.com](mailto:hannah@zenagen.com). [zenagen.com](http://zenagen.com)

**Zotos/Booth 21181** seeks North American distributors for its new

**Zotos Professional All About Curls and Bain de Terre Suprême** collections.

Created for naturally curly hair regardless of texture or tone, All About Curls delivers nourished, defined and de-frizzed curls, without silicones, parabens or SLS/SLES sulfates. The collection includes **No Lather Cleaner** (15 oz./MSRP \$9.99), **Lo Lather**

**Cleaner** (15 oz./MSRP \$9.99), **Daily Cream Conditioner**



(15 oz./MSRP \$9.99), **Divine Treatment** (8 oz./MSRP \$11.99), **High Definition Gel** (15 oz./MSRP \$9.99) **Soft Definition Gel** (15 oz./MSRP \$9.99), **Boosting Foam** (6.7 oz./MSRP \$9.99), **Bouncy Cream** (4.9 oz./MSRP \$9.99) and **All About Curls Starter Kit** (MSRP \$9.99).

New Bain de Terre Suprême collection features clean formulas bursting with up to 97% naturally derived ingredients with potent reparative and conditioning botanical blends.



They dramatically restore hair's strength up to two times and condition up to seven times while doubling hair's softness. They are free of SLS/SLES sulfates, silicones, parabens and dyes. Formulas are biodegradable while packaging is 100% recyclable. Products include **Supreme Intensive Leave-In Treatment** (8 oz./MSRP \$16.00), **Super Nourishing Shampoo** (10.1 oz./MSRP \$14.50, 32 oz./MSRP \$32.00), **Supreme Nourishing Conditioner** (10.1 oz./MSRP \$16.00, 32 oz./MSRP \$35.00), **Supreme Nourishing Masque** (8.45 oz./MSRP \$16.00), **Supreme Repairing Shampoo** (10.1 oz./MSRP \$14.50, 32 oz./MSRP \$32.00) **Supreme Repairing Conditioner** (10.1 oz./MSRP \$16.00, 32 oz./MSRP \$35.00) and **Supreme Repairing Masque** (8.45 oz./MSRP \$16.00). Reach **Bruce Selan**, vice president sales, at [bselan@zotos.com](mailto:bselan@zotos.com). [zotosprofessional.com](http://zotosprofessional.com)

**My21 Beauty/Booth 44625** launches four breakthrough face sheet masks (10 masks/MSRP \$59.99) with blends of nine super-nutrients, botanicals and antioxidants in natural Replenish Serum held in new BioCloud cotton fabric.

These boxed luxury sheet masks include **Moisture Infinity** to restore and retain



hydration, **Repair Infinity** to smooth and soothe imperfections, **Youthful Infinity** for age-defying and firming and **Renew Infinity** to rejuvenate and brighten. [my21mask.com](http://my21mask.com)

**Kamara Worldwide LLC/Booth 14119**, a U.S.-based consulting firm, helps American beauty products become ready to compete in the booming, \$216 billion Halal cosmetics market, at home and abroad.

"At \$4.5 trillion, Muslim buying power is stronger than ever—it's time for small-to-mid-sized American businesses to pay attention," says **Bilal Saeed**, a founding partner. On the importance of Halal certification, Bilal explains, "Much like an FDA logo or Kosher mark, Halal certification instantly communicates ethical standards and shared values to over 1.8 billion Muslim consumers worldwide. What is a loyal, trusting customer worth to any business? Everything."

Kamara Worldwide was established after a team of entrepreneurs and international trade aficionados realized that U.S.-based businesses were falling far behind China and European countries in trade with one of the world's largest niche markets. Kamara Worldwide offers Halal certification, regulatory, compliance and export assistance, product reformulation, distribution consultation, branding and marketing, and cultural & sensitivity training. Reach **Bilal Saeed** at [info@kamaraworldwide.com](mailto:info@kamaraworldwide.com). [kamaraworld.com](http://kamaraworld.com).

Next year, *Cosmoprof North America* will return to the Mandalay Bay Convention Center on June 30-July 2, 2020. That's Tuesday, Wednesday and Thursday. Visit [cosmoprofnorthamerica.com](http://cosmoprofnorthamerica.com) to stay up-to-date on all important deadlines for travel, registration and special programs.



News cont. from page 5

## hook ups

**Transom Capital Group (“Transom”), a leading operations-focused middle market private equity firm, has acquired Conair Corporation’s professional liquids division.**

**The division will be renamed as Beauty Quest Group.**



Beauty Quest Group is a leading integrated manufacturer and marketer of branded and private label hair care, color and styling products to professional salons and specialty retailers. It sells a wide range of hair care products, including **Aquage**, **RUSK** and **One ‘n Only**, as well as private label brands for leading retailers. In addition, it provides contract manufacturing services to other leading marketers of hair care and other topical products.

“We’re thrilled to add Beauty Quest Group to the Transom portfolio,” says **James Oh**, partner at Transom. “Beauty Quest Group’s impressive leadership, portfolio of brands and



comprehensive manufacturing capabilities provide a unique value proposition to its customers in an industry with strong tailwinds. We look forward to taking the business to the next phase of growth and providing strategic focus as a standalone company.”

“I’m proud to be leading the team of this great company we now call Beauty Quest



John Costanza

Group, a name that blends our legacy of success with a quest to take the company to another level,” says **John Costanza**, CEO of Beauty Quest Group. “We’re excited to work with Transom Capital and put our entire team on a new path to prosperity.”

Headquartered in Los Angeles, Transom ([transomcap.com](http://transomcap.com)) is a leading operations-focused private equity firm in the middle market with more than \$500M in assets under management. The firm’s functional pattern recognition, access to capital and proven ARMOR Value Creation Process combine with management’s industry expertise to create improved operational efficiency, significant top-line growth, cultural transformation and overall distinctive outcomes.

**Memphis-based Ampro Industries, Inc., a leading manufacturer of hair, skin and personal care products for the multicultural consumer, has acquired Long Aid, Ultra Glow, Better Braids, Better Locks, K7, Apex and other brands from Keystone Laboratories, Inc.**

Since 1926, Keystone Laboratories has been a manufacturer of hair and skin care products. Like Ampro, Keystone began within steps of Memphis’ famous Beale Street.

“We believe the similarities that exist between ourselves and Keystone make the acquisition of their legacy brands a perfect fit,” says **Melanie Rudner-Herron** of Ampro. “We are committed to meeting our customers’ needs by manufacturing quality products for an affordable price.”

The Ampro family of products includes over 30 hair care items, including the **Ampro Pro Styl Protein Styling Gels**, America’s

Number 1 selling protein styling gel, as well as its **Shine ‘n Jam** conditioning gels.

Through the acquisition of Keystone’s brands, Ampro adds to its catalog even more products its consumers regard as staples.

“We are excited about this new chapter in our company’s story,” says **Jonathan Rudner** of Ampro. “Through these additional brands, we will expand our skin-care offerings and further our reach into the textured hair community. We promise to continue the Memphis tradition and provide our consumers with high-quality products they can trust.” Visit [amprocorporate.com](http://amprocorporate.com).

**PHLUR Inc., a leading fully transparent and sustainable fragrance company, has completed its Series A with a total of over \$7mm in funding.** The round was led by **Symrise Inc.** joined by existing investor **Next Coast Ventures**, and attracted as a new investor **Belcorp**, the second largest beauty company in South America.

**Concurrent with the funding, PHLUR acquired Texas Beauty Labs, a leading independent manufacturer of clean beauty products founded in 2008 by Mary Berry.** The transaction reflects the company’s belief in the tremendous opportunity to help bring safer, more sustainable and innovative beauty products to market, and it will enable Texas Beauty Labs to further enhance its products and services for existing and future clients. Reflecting this next stage in the company’s evolution, Texas Beauty Labs has changed its name to **The Goodkind Co.**

“When we started four years ago, the words ‘clean beauty’ were not part of the common vernacular. We created a line of thoughtfully crafted fragrances with full ingredient transparency, because we thought it was the right thing to do. Now, clean beauty has become a movement, with more and more people correctly holding brands accountable to create safer and more sustainable products and to be fully transparent in their product decisions,” says **Eric Korman**, co-founder & CEO of PHLUR.

“When I first met Mary and heard her story, I knew that our shared vision of

creating beauty products with integrity and heart could lead to some amazing opportunities. We're thrilled by our new ability to evolve and test new products rapidly, and extend this ability to empower the independent beauty community. Our combined objective is to further accelerate the adoption of clean products by mainstream customers."

PHLUR and The Goodkind Co. first partnered last year on the development of body care for PHLUR, and subsequently jointly launched **Explore Naturals**, an all-natural, high-performance line of deodorants.

"With the launch of Explore Naturals, it was clear that we had created a special partnership. We launched the brand on Amazon in under three months, and then in the next three months, we achieved annualized revenue of over \$1M," says **Mary Berry**, CEO of The Goodkind Co. "This is an early example of what we will be able to achieve together."

In addition, the combination has resulted in a unique partnership with Symrise.

Says **Achim Daub**, global president of Scent & Care, for Symrise Inc., "Eric's early vision behind the clean fragrance movement compelled our decision to originally invest in PHLUR. This combination is even more compelling, as it enables PHLUR to accelerate its leading position in clean fragrance, and creatively double down in clean beauty overall—both of which are of strategic interest to us as a leading supplier of innovative cosmetic ingredients and sustainable fragrance materials and creations around the world."

"At Belcorp, we are convinced that by creating responsible and transparent beauty products, we contribute to building a future full of possibilities for all. We believe that companies in the industry have a valuable opportunity to respond to the needs of our consumers and, at the same time, preserve the harmony and beauty of our surroundings. We are excited to take part in PHLUR's future innovations in the world of sustainable fragrances," adds **Erika Herrero**, CEO of Belcorp. Visit [phlur.com](http://phlur.com).

## retail roundup

*This new section is designed to share relevant happenings in the beauty world outside of the professional channel.*



**Lululemon unveiled its new line of personal care products, including a dry shampoo, deodorant, face moisturizer and lip balm**, which are available in full and gym sizes. Designed to create solutions for athletes' needs, the new dual-gender line bridges the gap from sweat to everyday life. Products will be sold at [lululemon.com](http://lululemon.com), in 50 lululemon stores, at select studio partners and on [sephora.com](http://sephora.com). The partnership with Sephora extends lululemon's ability to reach new guests while partnering with an authority in the personal care space. In addition, the line has received the Clean at Sephora seal, certifying that products are free of ingredients like sulfates, parabens and phthalates. Visit [lululemon.com](http://lululemon.com).

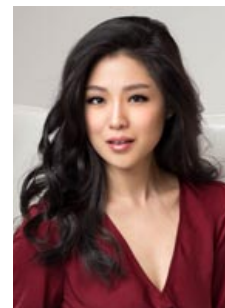
**The Mink printer is the world's first 3D makeup printer enabling users to bring their beauty content to life, instantly transforming images into wearable makeup.** Ultra portable and compact, the printer weighs 2.2 lbs and measures 8x6x4 inches.

The go-to-market iteration of the Mink printer bundle features a single tri-color



cartridge and Mink's proprietary makeup sheets. Mink's cosmetic ingredients are produced in accordance with the FDA rules for cosmetics, and its manufacturing process follows the FDA guidelines.

Says **Grace Choi**, CEO, co-founder and inventor, "Beauty content continues to move to digital. Users are turning to these images for inspiration, creating an opportunity to leverage image color data and transform them into physical makeup."



Grace Choi

The Mink printer is easy to use: Connect with WiFi via the Mink app. Open the Mink app and import any image from the internet, camera roll or social media. Choose to print an entire image or a single color. Insert a Mink makeup sheet into the tray and press send to print. After printing is complete, makeup is immediately ready to apply.

"Mink understands the shifting landscape for on-demand and flexibility, and beauty is no exception. We are excited to provide a new distribution platform for beauty, as well as connecting to the different consumer touchpoints across physical, web and social, finally bridging images that inspire beauty and transforming them into makeup in a snap," adds **Janet Kim**, president and co-founder. The Mink printer is available for pre-order on [minkbeauty.com/products/mink-makeup-printer](http://minkbeauty.com/products/mink-makeup-printer).

Pre-order quantities are limited. The special pre-order price is \$295.00—25% off the \$395.00 MSRP. Pre-orders will deliver in fall 2020. Sign up for the Mink newsletter at [minkbeauty.com](http://minkbeauty.com).

**Pantene is tackling conventional stereotypes with "Don't Hate Me Because I'm BeautifulLGBTQ," a new message that's**

*News cont. on page 32*

News cont. from page 31

**part of their recently launched “Power To Transform” campaign.** Created in partnership with **GLAAD**, the campaign takes the brand’s ubiquitous line from its famous 1986 advertisement to redefine what beautiful looks like in today’s world by featuring a range of people within the LGBTQ+ community and their own unique stories of transformation.

“For many in the community, hair plays a pivotal role in their ‘transformation moment,’ says **Ilaire Resta**, vice president, North America Hair Care, Procter & Gamble. “In fact, we found that 60% of LGBTQ+ persons change their hair when they have a life or identity change. So, whether that means getting a major chop or growing out your locks to defy societal norms, or embracing hair that bends the gender binary entirely, hair is an impactful visual cue of transformation, and this new campaign aims to show the beauty of all transformations and all people.”

The debut of “Don’t Hate Me Because I’m BeautifulLGBTQ+” comes with the launch of Pantene’s partnership with GLAAD, which will celebrate inclusion, representation and freedom of expression. Visit [pantene.com/en-us/pride](http://pantene.com/en-us/pride).

**Herbal Essences celebrated 2019 World Pride with a blooming Garden Wall to honor the members of the LGBTQIA+ community who #FlourishWithPride, as well as those who stand with the community.** In partnership with NYC-based “flower power” couple, **Putnam & Putnam**, Herbal Essences planted the Garden Wall alongside the world’s largest Pride March. New Yorkers, visitors and parade-goers were able to honor someone who expresses their true nature by adding a flower to the wall while anyone from around the world tagged #FlourishWithPride on social to contribute. After NYC Pride, Herbal Essences donated the flowers from the Garden Wall to the Ali Forney Center, which helps LGBT homeless youth, and to Garbage Goddess, which works toward zero-waste floral events. Visit <https://us.pg.com/diversity-and-inclusion/>.

## distributor dish

**Sally Beauty Holdings, Inc. (NYSE: SBH) has launched a new app for iOS and Android devices as a continuation of the brand’s digital transformation plan.**



Sally Beauty’s new mobile app empowers users to take beauty into their own hands. It highlights Sally Beauty’s rewards program, enabling users to track their points and access reward certificates for quick redemption both through the app

and in store. The app also incorporates many features of the recently redesigned Sally Beauty website, including special offers designed specifically for hair color and beauty needs. App users will now have the ability to shop on-the-go directly from the app with free shipping for orders of \$25.00 or more, and pull up previous orders to restock on their favorite products. To learn more, visit [sallybeauty.com/app](http://sallybeauty.com/app).

**Service Management Group, a global customer experience management, employee experience and brand research partner to more than 500 brands, has partnered with Sally Beauty.**

Seeking to better understand and act on insights garnered from its retail and digital customer journey, Sally Beauty is implementing a customer experience management program. Using SMG VisitView, a location-level CX survey, Sally Beauty is capturing customer feedback across its retail locations through a post-purchase email invitation.

To keep pace with the continued growth of its e-commerce business, Sally Beauty is

using SMG eTrack to capture feedback from both purchasers and non-purchasers about the online shopping experience, measure satisfaction and evaluate conversion rates. Following delivery, the retailer is using SMG PostShip—a post-fulfillment feedback tool—to measure order accuracy, timing and delivery satisfaction.

With multi-channel feedback data delivered via the SMG360 reporting dashboard and mobile app, employees get a holistic view of key customer experience metrics, and store leaders have anytime-access to local customer feedback, role-based reporting and intuitive dashboards.

“At the end of the day, it’s about listening to your customers, turning that feedback into actionable insights and giving your employees the tools they need to make changes,” says SMG Chairman and CEO **Andy Fromm**. “We look forward to helping the team at Sally Beauty use customer insights to take their business to the next level.” Visit [www.smg.com](http://www.smg.com) and [sallybeautyholdings.com](http://sallybeautyholdings.com).

## honors

**The Independent Cosmetic Manufacturers and Distributors Association has announced the finalists for the annual Indie Beauty Innovator Awards.** The awards program celebrates innovation across product development, brand stewardship and overall talent in the beauty industry.

Entries were reviewed by an independent panel of industry experts across the media, retail, product development, design and packaging sectors. Judges included **Ian Ginsberg** of **C.O. Bigelow**; **Daniela Ciocan** of **Access Beauty Insiders**; **Sherri Koetting** of **MSLK Design Group**; **Annie Jackson** of **CREDO**; **Jeb Allured** of **Global Cosmetics Industry Magazine**; **Lara Eurdolian** of **PrettyConnected** and **Nina Vargas** of **LA Fashion Magazine**.



Finalists include

- Accessories/Tools/Brushes:

**WorldWide Packaging, Beauty Blender Queen; NuFace, Fix Line Smoothing Device** and **Nutrafol, Core for Women Plus.**

- Bath & Body: **Queen V, Rub Me The Right Way; Sway, The Complete Underarm Detox Kit** and **Tiffany Andersen Brands, Cell Salt Detox Bath Soak.**

- Fragrance: **OSEA, Vagus Nerve Oil; Raw Spirit INC, Wild Spirit Discover Set** and **WEN Hair & Body Care by Chaz Dean, Strength Eau de Parfum.**

- Innovator Brand of the Year: **Geltor INC, NuFace** and **Virtue Labs.**

- Haircare: **Grande, GrandeHAIR Rejuvenation Serum; Virtue Labs, Virtue ColorKick** and **WorldWide Packaging, Living Proof Dry Scalp Treatment.**

- Makeup: **Beautyblender, BOUNCE Liquid Whipped Longwear Foundation; Iredale Cosmetics Inc., Triple Luxe Long Lasting Naturally Moist Lipstick** and **Sara Happ Inc., Sara Happ Sweet Dreams Lip Kit.**

Men's: **Caldera + Lab, The Good; Distil Skincare LLC (AO Skincare), 6000x Elemental Screen with SPF30** and **Rascal, Ponce's Eye Cream.**

- Skincare: **Novare Beauty LLC, Kiss Your Cravings Goodbye; Skinbuzz, Bee\*Safe Organic Mineral Sunscreen 30SPF** and **SPF Ventures LLC, Brush On Block Protective Lip Oil SPF32.**

- Green Innovator Brand of the Year: **Distil Skincare LLC (AO Skincare); Kudarat INC** and **Little Green.**

- Charitable Company: **Earthly Body, Handcrafted Honey Bee LLC (Smarty Pits)** and **Monat Global.**

- Entrepreneur of the Year: **Alee Cao of Cao Cosmetics, Alicia Grande of Grande** and **Carolyn Aronson of It's A 10 Haircare.**

This year's winners will be announced at the Indie Beauty Innovators Awards event on Monday, July 29, at The Four Seasons Hotel in Las Vegas during Cosmoprof North America. Tickets to the awards dinner are available for purchase at [icmad.org](http://icmad.org).

## people

### Jay Elarar is the new CEO of Moroccanoil.

Jay has an intimate understanding and commitment to the brand, having begun his career with Moroccanoil as director of sales in 2012, when the company was only five years old. He was later promoted to global vice president of sales—and during that period, he



Jay Elarar

shifted the company's decision-making process to be more data-driven, with a strong focus on the professional salon channel and distribution strategy.

Jay will spearhead new product innovation and strategies for bringing products to the market while optimizing global operations. As Moroccanoil continues to pioneer oil-infused beauty, he will draw on his experience in the professional channel to drive growth there while advancing its omnichannel approach, leveraging high-growth channels within eCommerce, Travel Retail, Retail and International markets.

"We have always made it our mission to be young at heart, to be bold and take calculated risks—a philosophy that has led to our success as a company," says Jay. "Moroccanoil has an unparalleled team of passionate and talented leaders. Together with them, I want to build on that mission as we enter into an exciting new chapter for the company—one of customer-focused authenticity and cementing our legacy for the future."

Along with Co-founder **Carmen Tal**, Jay will lead the company's sustainability journey to reduce the brand's overall environmental impact. That includes increasing the

company's use of renewable energy, using more sustainable packaging, reducing waste and distributing personal care products to people in need—all steps that will help fulfill Carmen's mission to both create beauty for customers and also to be a force for good in the world. Finally, Jay plans to expand the brand's professional and educational offerings with the launch of a new 8,500-square-foot academy in Manhattan in 2020. He will continue to introduce new digital and communication technologies as part of an overall strategy. Visit [moroccanoil.com](http://moroccanoil.com).

### LeChat recently appointed Myriam Clifford as the first chief operation officer for the brand.

Celebrated amongst the nail industry, Myriam has a proven track record for maximizing sales and profitability. Her additional industry accolades include president of the Professional Beauty Association, executive board member of the American Beauty Association and president of the Nail Manufacturer's Council. In her

new role, Myriam will be helping LeChat scale into a larger industry presence.

LeChat is the creator of the Perfect Match color concept and



Myriam Clifford

manufactures a comprehensive line of professional nail products in multiple facilities in Richmond and Hercules, CA. Since its inception, LeChat has grown both domestically and internationally, distributing products in over 40 countries. In 2016, LeChat was awarded the "E" Award by the U.S. Secretary of Commerce for significant contributions to U.S. export expansion. For 2019, LeChat has put strengthening and expanding connections with distributors, salon owners and nail artists at the forefront of the business. For additional information on LeChat's executive team, visit <https://lechatnails.com/about/#team>.

News cont. on page 34

News cont. from page 33

**Co-founder, President and CEO Jason Volk, along with Chatters Board of Directors, is pleased to announce that Greg Moreau has been appointed as Jason's successor to lead Chatters as president and CEO.**



Greg Moreau

Jason will transition to director and chairman of Chatters, while Greg takes over the day-to-day leadership.

Greg's appointment is a clear reflection that Chatters is ready to take on the future.

Says Jason, "Greg has extensive retail operations experience, including leading Guess Canada and Lucky Brand over the past two decades. There is enormous opportunity for Chatters that lies ahead, and we couldn't be happier to have Greg join our corporate family as our new leader."

Adds Greg, "I am honored and grateful to Jason and the board for the opportunity to lead this organization of creative, dedicated and talented professionals. Chatters is an incredible Canadian success story, and the company is well positioned for growth. We will focus on digital strategies to elevate our brand positioning and execution, while engaging our passionate teams and loyal guests."

Jason is moving into his new role as director and chairman, after leading Chatters and its affiliates for the past 32 years. "I want to thank all of our team members, stylists, salon leaders, beauty consultants, vendors and franchisees who have supported us as we have grown Chatters to become the leading professional hair company in Canada," says Jason. "I am extremely proud of our people and our business, and I look forward to seeing Chatters continue to thrive under Greg's leadership."

Chatters is the largest retailer of professional hair care products and one of the largest hair salon operators in Canada with 111 stores. Visit [chatters.ca](http://chatters.ca).

**Developlus announces two key leadership changes with the hiring of Sherry Kudren and Jenniffer Paulson.**

Sherry is the new sales director, Professional and OTC. Her expertise in analyzing market opportunities and implementing creative programs and initiatives to achieve desired results will play a key role in growing Developlus' sales for numerous brands. She has more than 20



Sherry Kudren

years of experience in leadership and market expansion for DevaCurl and KAO Corporation, the manufacturer of Goldwell and KMS Haircare.

Jennifer is the new vice president of marketing. She oversees the marketing team for all Developlus brands, driving sales and executing creative strategies. Jennifer began her career at Coty and L'Oréal, leading her to become a seasoned professional in retail/brand marketing, trade management, merchandising and project management.



Jennifer Paulson

Prior to joining the company, she grew beauty brands at American International Industries, where she gained expertise in sales, data insight, consumerism and planning.

"Jennifer and Sherry bring fresh perspectives to our national market and sales development," says **Kiran Agrey**, Developlus CEO and co-founder. "Both Jennifer and Sherry have demonstrated the ability to execute leadership roles, resulting in market expansion, direct sales, consumer and retailer relationships and overall strategic brand awareness." Visit [developlus.com/](http://developlus.com/).

**Straight Arrow Products, Inc. welcomes Perry Sansone as vice president of sales.**

Perry has a wealth of over 30 years of experience in the personal care industry. He brings an innovative perspective to Straight Arrow in a pivotal time for the company, as it journeys into 2020, and its 50th anniversary.



Perry Sansone

Perry has tackled head-on how to create solid branding messages for companies such as Helen of Troy, Clairol and various brands under the Proctor and Gamble umbrella. Taking

that honed messaging strategy to support existing and new products to large retailers worldwide such as Walmart, Target, ULTA, BBB and Amazon is Perry's unrivaled talent.

"Perry has a leadership and management skill set, along with a creative outlook for our Straight Arrow brands, including **Mane 'n Tail personal care, Mane 'n Tail animal care, Straight Arrow Therapeutic, Cowboy Magic, and Exhibitor's,**" says **Devon B. Katzev**, president of Straight Arrow Products, Inc. "Looking toward the future and especially with our 50th anniversary, we will rely heavily on Perry's expertise in the field and helping to brand and sell the new items in the R&D pipeline. It's a new day for Straight Arrow, with exciting things ahead."

"I am looking forward to helping Straight Arrow continue to grow, manning the helm of the sales team, and providing new plans and ideas to make products from all the brands the most-wanted personal care and grooming products," says Perry.

Straight Arrow Products, Inc., provides exclusive hair and skin care products renowned for quality and performance in both the Equestrian and Personal Care markets. Mane 'n Tail is now a leading brand in the personal hair and skin care world. Visit [straightarrowinc.com](http://straightarrowinc.com) and [manetail.com](http://manetail.com).

**At Hyalagic, Jason Falbo has been promoted to vice president of new business development and international sales.** In this role, he will launch Hyalagic's new **Spa Line**.

Jason has led sales teams at Hyalagic for over 10 years and been a sales manager in the health and natural products industry for more than 20 years. He has been instrumental in launching new skin care and supplement products for Hyalagic and contributed to the company's 150% growth.

Says CEO **Darren Landis**, "Jason is a consummate professional, proven performer and a key member of the Hyalagic team. He has been instrumental in our growth over the past 10 years. His understanding of the beauty and spa markets helped us develop our new Spa Line. We are very excited about this launch, and Jason has led every phase of this new line of business."

Jason travels the country providing seminars and educational presentations to retailers, brokers and natural stores' teams. While speaking with industry experts, it became clear that there was a need for hyaluronic acid products in the spa industry.

"I am delighted with the development of the Hyalagic Spa Line," says Jason. "These premium hyaluronic skin care and supplement products fill a notable void in the spa industry. Hyalagic has created specific products for each phase of the skin care regimen for total inside and out beauty. We believe that spas and estheticians will now have a highly moisturizing line that provides additional health benefits from hyaluronic acid." Reach Jason at [jfalbo@hyalagic.com](mailto:jfalbo@hyalagic.com). Visit [hyalagic.com](http://hyalagic.com).

**Crazy Color has tapped industry sales pro Joe Magnano** as national sales manager. In this new role for the company, he will focus on growing Crazy Color's distributor base in North America. He will also work with **VNC Sales**, the company's manufacturer's rep firm, to develop partnerships with new full-service and open-line distributors and to help current distributors build their Crazy Color business in this fast-growing category.

Says Joe, "I look forward to helping Crazy Color's North American distributors, their salon consultants and their customers grow their businesses with this profitable, on-trend collection of easy-to-use, direct-dye colors."

Most recently, Joe served as the national sales manager for Sparks Bright Hair Color, a Henkel brand. In this position, he introduced the brand into the beauty supply market, and trained the 30-person sales team, who



*Joe Magnano*

opened 200 salon distributor accounts. He also created the go-to-market program that opened over 2,000 new doors within the first six months. Prior to joining Sparks, he served as national sales director for Glimmer Body Art, as director of sales and marketing for Trilogix hair care and as regional sales manager for Nioxin (Coty). On the distribution side of the business, he worked for Sweis, Inc. as regional sales manager and for Cosmoprof Beauty, Los Angeles, as director of sales.

Joe holds a Bachelor of Science degree from the University of Oregon in Eugene, OR. He is based in Glendale, CA. Reach him at 818-731-0217 (cell) or [joe.magnano@crazycolor.co.uk](mailto:joe.magnano@crazycolor.co.uk). Visit [crazycolor.co.uk](http://crazycolor.co.uk).

**Ryan Berk and Adam Greenberg have joined Ideal Image MedSpa, as president of field operations and chief financial officer, respectively.** Ryan was most recently the senior vice president, club business operations, at Life Time Fitness. He is responsible for all operations, scaling and growing the company, and providing strategic direction on expansion efforts.

Adam comes to Ideal Image from Weight Watchers International, where he was the senior vice president, head of U.S. finance and North America supply chain. As CFO, he

is tasked with managing finances, including economic strategy and forecasting.



*Adam Greenberg*

"Ryan and Adam bring valuable experience and insight to our team at a time of incredible growth," says **David Prokupsek**, CEO, Ideal Image MedSpa. "2018 was a record year for us, and we have aggressive plans to grow Ideal Image over the next several years by expanding our services and treatment offerings, adding more corporate and franchise locations, and transforming the MedSpa category to make it more accessible to consumers who want to look and feel their best naturally." Visit [idealimage.com](http://idealimage.com).

**Sekhmet Ventures, a newly-formed venture capital firm in the beauty and wellness market, has appointed Sara Kaur as its chief financial officer.** Most



*Sara Kaur*

recently, Sara served as CFO of Finesse Solutions, where she helped expand operations and launch new ventures in the Asia-Pacific region. Says **Barbara Paldus**, founding partner at Sekhmet Ventures, "I worked closely with Sara at Finesse Solutions, where she helped our business grow successfully, transparently and in line with financial and operational best practices. She will use that expertise to make sure our portfolio companies employ those best practices."

Sara has previously worked in the venture capital industry and also served as finance director and international controller. Visit [sekhmetventures.com](http://sekhmetventures.com).

*News cont. on page 36*



News cont. from page 35

**Bethany J. Hills joins Morrison & Foerster, a leading global law firm, in the New York office as a partner in the Life Sciences Group.**



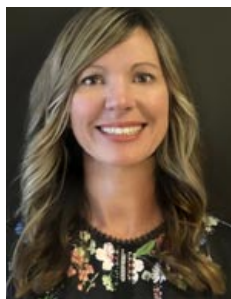
Bethany J. Hills

She has extensive experience in the products and processes regulated by the FDA, including dietary supplements and cosmetics. She was

chair of the FDA practice at her prior firm.

Bethany's FDA practice spans the complete product life cycle, from pre-market product development and market authorization processes, to post-market compliance issues, such as labeling, promotion and enforcement actions. She provides clients with advice on everything from FDA submissions and communications strategies to post-approval compliance and reimbursement issues.

**Senté, a privately held specialty aesthetics company pioneering the development of differentiated medical grade skin-care products based on patented heparan**



Adelle Walker

**sulfate analog technology, has appointed Adelle Walker as chief marketing officer.**

Adelle has over 15 years of experience in the dermatology and aesthetics industry and is known for building new

markets with portfolios of products to take leadership positions. Holding U.S. commercial and global marketing positions at Allergan, SkinMedica and Syneron Candela, Adelle has deep roots in medical dermatology, skin care, aesthetic injectables and a wide range of laser systems. As the chief marketing officer, she will take an

executive leadership role in defining pipeline strategy, along with internal and external portfolio planning. Her commercialization leadership will span across all facets of communications from marketing to professional relations and education to consumer promotion.

"Senté is poised for breakout growth, now that its novel Heparan Sulfate Analog skin-care line has grabbed the attention of physicians and consumers. This allows us to position Senté to grab a strong share of the market," says Adelle. Visit [sentelabs.com](http://sentelabs.com).



**We are incredibly sad to share that Jeffrey Davidson, CEO of J&D Brush Co., LLC and Goody Products, Inc., died on July 6, surrounded by his family and loved ones.**

Jeffrey joined JD Beauty in 2013 as chief strategy officer and was appointed CEO in July 2017. Under his leadership, JD Beauty, whose brands include **WetBrush**, **Biologic** and **Ouidad**, evolved into a global branded company and quickly became one of the fastest-growing hair beauty businesses, growing tenfold since 2013. In March 2019, he led the sale of JD Beauty to **ACON**, owners of Goody, and assumed the role of CEO of the combined JD Beauty/Goody companies.

"We are deeply saddened by this tragic and unexpected loss," says **Gary Dailey**, chief financial and operations officer of JDB/Goody and **Francesca Raminella**, chief commercial officer of JDB/Goody. "Jeffrey was a passionate, smart, dynamic and, above all, caring leader. We will miss him not only as a business partner but as a dear friend. We will continue executing Jeffrey's vision as we strive for excellence and success."

**Ken Brotman**, founder and managing partner of ACON, adds, "We are heartbroken by Jeffrey's passing. We truly admired him and backed him and his plans. Jeffrey was

passionate about his work, and he built a strong team together with Francesca and



Jeffrey Davidson

Gary, who we believe will succeed in executing his vision for the combined companies. Our confidence in the future remains steadfast. We are proud to have called Jeffrey our

partner and friend. We will miss him greatly."

Gary Dailey and Francesca Raminella will lead the company during this transition.



**David R. Stanko, LLC offers project-based services to manufacturers, distributors, beauty stores and salons.**

Founder **David Stanko** has been involved in every facet of hair coloring and hair care for both startup companies and established industry leaders. His A-to-Z experience includes helping



David R. Stanko

develop, test and launch professional and consumer hair color brands; creating formulation and technique guides; teaching around the world and working in top NYC salons. His

additional expertise includes curriculum development, color conversion, brand spokesperson/media representation, on-stage presentations and e-learning education. Reach him at [david.stanko@gmail.com](mailto:david.stanko@gmail.com) or 646-327-2530.



Unique shapes and textures make this artistic collection worthy of a second look. Hair by Antonio Calvo and Pedro Munoz for America's Beauty Show's Global Image Awards.

## hair biz

**ÄZ (pronounced "oz") Haircare was created for discerning hairdressers who inspire creativity while fueling their passion for their profession.** The line of cleansing, conditioning, styling and finishing products launched to Southeast salon owners and hairdressers in Atlanta on June 30.

The indulgent, sensual line was influenced by designer Tom Ford's sexy collections and fills the void between the mid-level and high-end brands currently available to professionals. The packaging features rich jewel tones that distinguish the brand and encourage client engagement.

In developing the 13-product collection,

the team spent two years creating pure and authentic formulations that are sulfate-free, color-safe and keratin-safe without compromising performance. Each ÄZ Haircare product features a universal scent that is desirable yet familiar.

"The goal was to create a hair-care line that embodied the rich history and heritage of the romance and theater of hair," explains founder **Rodger Azadgian**, who has more than 35 years of experience as a hairdresser, platform artist and salon owner. "ÄZ Haircare is made for smart and savvy individuals by inspired and innovative hair professionals. I know we have accomplished our goal."

**Jeremy Davies-Barbala**, former senior creative director for Vidal Sassoon, is ÄZ Haircare's creative director. Known for his innovative vision and superior cutting technique, he is responsible for creating annual collections and the education platform for the brand.

The line will be supported with education

offerings, including cutting, coloring and product knowledge classes. An education team and brand ambassadors will be an essential part of its growth.



Rodger Azadgian



Jeremy Davies-Barbala

The product lineup includes **Indulge Shampoo, Indulge Conditioner, Enhance Color Shampoo, Enhance Color Conditioner, Remedy Restorative Masque, Elixir Nourishing Oil, Obey Hairspray, Amplify Texture Spray, Sooth Serum, Captivate Structure Géle, Elevate Luxe Mousse, Intense Volume Mist** and **Compose Matte Texturizer**. MSRPs

for the collection range from \$36.00 to \$43.00. For more information on the new brand, visit [azhaircare.com](http://azhaircare.com).



News cont. on page 38

News cont. from page 37



**L'Oréal Professionnel launched its international, award-winning line, Source Essentielle, state-side earlier this month.**

The line is formulated with real flower and plant inclusions in every shampoo. The sulfate-free, silicone-free, paraben-free formulas are vegan, with 80 to 100% naturally-derived ingredients that provide the ultimate sensorial experience. Eco-friendly, refillable bottles reduce plastic waste. Clients are invited to refill their shampoo in the salon to reduce their plastic consumption and save money. The line features four segments.

▪ **FOR ALL HAIR TYPES:** Made with aloe essence, the **Source Essentielle Daily** range improves body and suppleness of hair while leaving it lightweight with gorgeous shine. Top aroma notes include magnolia, galbanum roots and black pepper. Products include **Source Essentielle Daily Shampoo** (MSRP \$32.00) and **Source Essentielle Detangling Conditioner** (MSRP \$34.00).

▪ **FOR DRY HAIR:** Made with sesame oil, the **Source Essentielle Nourishing** range deeply nourishes hair while providing softness and manageability. Top aroma notes include bergamot, orange and oat milk. The segment includes **Source Essentielle Nourishing Shampoo** (MSRP \$32.00) and **Source Essentielle Nourishing Mask** (MSRP \$48.00).

▪ **FOR SENSITIVE SCALP:** Made with chamomile flower extracts, **Source Essentielle Delicate Shampoo** (MSRP \$32.00) gently cleanses hair, leaving it with lightness, suppleness and shine. It also delicately untangles knots. Top aroma notes include green and citrus.

▪ **FOR ALL HAIR TYPES DESIRING EXTRA SHINE:** **Source Essentielle Radiance Mask** (MSRP \$42.00) with fig pulp adds lightweight hydration to maximize the longevity and radiance of hair color. Top aroma notes include cotton flower and green accord. Visit [us.lorealprofessionnel.com](http://us.lorealprofessionnel.com).

**It's a 10 Haircare launches Miracle Volumizing Shine Treatment (MSRP \$23.99).** Formulated for all hair types, it gives hair up to 10 times its normal volume on its own, with no special styling tricks or products necessary when used just two to three times per week.



In addition, the humidity-resistant, non-greasy formula imparts luxurious shine, tames frizz, works as a weightless detangler, provides UV protection, enhances natural body, cuts down on drying

time and helps reduce breakage. Reach **David Rosenblatt**, executive vice president of global sales, at [david@itsa10haircare.com](mailto:david@itsa10haircare.com). Visit <https://itsa10haircare.com/>.

cosmetics chat

**When it comes to lashes, bigger is better. NovaLash delivers with new London**



**Volume Lashes.** This new lash extension trend provides a dense but fluffy lash line with massive volume and a wispy, more textured look. Most importantly, they will last longer—a record 4 to 5 weeks between appointments. In addition, the new lashes do not cause stress

to the natural lashes, and they look natural. “The NovaLash London Volume technique allows a maximum amount of multiple lengths of lash extensions to be applied at one time with Camilla Lashes. Stylists can now get a .03 lash fan with up to 15 extensions on one natural lash, safely. Clients leave with full, feathered, naturally textured lashes that other methods cannot achieve,” says Global Master Trainer **Zachary Falb**.

The 2 stars of the system are the new **Royal Platinum Bond adhesive**, which cures safely with water and air and creates a fast-drying, permanent bond, resulting in waterproof and oil-proof lashes, and **London Volume's STARlite Forceps**, which allow more lashes to be applied with bigger fans. Visit [novaLash.com](http://novaLash.com).

finance

**Symmetry Salon Studios has launched its Round C investment campaign (\$2 million to \$5 million) after successfully raising \$750,000 in equity from eight legacy investors on June 1, 2019.** Round C capital will be used to open additional Symmetry sites and expand on the brand's early successes. Once Round C is funded, which is targeted for late 2019, Symmetry expects to generate a sufficient operating cash flow to self-fund its future growth.

Since 2013, Symmetry and affiliated entities have raised more than \$5 million from a group of 20 legacy investors. That capital was used to create and expand the Symmetry Salon Studios chain of beauty and wellness incubators. Symmetry's legacy investors have typically participated in multiple offerings each. Round B investors will receive an 8% preferred return on their investment with a targeted Internal Rate of Return in excess of 20%.

**Tom Ruder**, founder and CEO, says, “I am thrilled to have a committed and supportive





*Symmetry Salon Studios has four locations throughout the Washington, DC area, with the fifth slated to open by Labor Day. Construction begins shortly on units six and seven.*

investor group that continues to fund Symmetry's rapid growth. Symmetry houses more than 100 beauty and wellness professionals with waitlists for our next two locations and high interest from investors who are supportive of our ambitious expansion plans."

Symmetry provides luxury, turnkey salon and spa studios that are independently operated by beauty and wellness professionals. Each location comes fully equipped with a modern and finished



Tom Ruder

interior, high-end furnishings and amenities such as gourmet coffee. The Symmetry concept provides talented beauty and wellness professionals with the resources to start their own businesses and

increase their opportunities for success through marketing and educational support. Each salon is staffed by an experienced and trained reception team, who enhances the client experience. Symmetry also provides business consultation and ongoing education geared toward building stronger businesses and communities. The company was founded in Bethesda, MD, in 2013 by Thomas Ruder and **Jenifer Vincent**. Reach **Marisa Kahn** at [marisa@symmetrysalonstudios.com](mailto:marisa@symmetrysalonstudios.com). Visit [symmetrysalonstudios.com](http://symmetrysalonstudios.com).

**Helen of Troy Limited (NASDAQ: HELE) recently reported results for the three-month period ended May 31, 2019.**

**Executive Summary—First Quarter of Fiscal 2020: Consolidated net sales revenue increase of 6.1%, including:**

- An increase in Leadership Brand net sales of approximately 7.4%.
- An increase in online channel net sales of approximately 28.0%.
- Core business growth of 6.8%.
- GAAP operating income of \$472 million, or 12.5% of net sales, which included pre-tax restructuring charges of \$0.6 million, compared to GAAP operating income of \$43.3 million, or 12.2% of net sales, for the same period last year, which included pre-tax restructuring charges of \$1.7 million.
- Non-GAAP adjusted operating income increase of 6.9% to \$59.3 million, or 15.8% of net sales, compared to \$55.5 million, or 15.6% of net sales, for the same period last year.
- GAAP diluted EPS from continuing operations of \$1.61, which included an after-tax restructuring charge of \$0.02 per share, compared to GAAP diluted EPS of \$1.43 for the same period last year, with an after-tax restructuring charge of \$0.06 per share.
- Non-GAAP adjusted diluted EPS from

May 21. Consolidated core business sales grew 6.8% and adjusted diluted EPS grew 10.2%, both well ahead of our expectations given the especially high year-ago base. Continued investment behind our Leadership Brands paid off handsomely, with net sales growth of 7.4% in the quarter. We continue to gain significant ground online with strong double-digit growth to now represent 23% of consolidated sales. Housewares had a stellar quarter, and **strong beauty appliance sales drove growth in that segment**. As expected, our Health & Home segment faced a tough comparison to the very strong first quarter of last fiscal year. As a result of the strong start, we are pleased to raise our revenue and EPS outlook for Fiscal 2020.

"We believe we have the right people, systems and strategies in place to deliver on our Phase II goals over the next five years, powered by a flywheel of continued net sales and adjusted diluted EPS growth, further improvements to our shared services and operating capability, and a winning culture."

**Consolidated Operating Results—First Quarter Fiscal 2020 Compared to First Quarter Fiscal 2019:** Consolidated net sales revenue increased 6.1% to \$376.3 million compared to \$354.7 million, primarily driven by a core business increase of \$24.2 million, or 6.8%, reflecting an increase in brick and mortar sales in the Housewares segment, growth in consolidated online sales, and an increase in appliance sales in the Beauty segment. These factors were partially offset by lower



continuing operations increase of 10.2% to \$2.06, compared to \$1.87 for the same period last year.

**Julien R. Mininberg**, CEO, states, "This quarter marks a great start to fiscal 2020 and Phase II of our Transformation, which we recently unveiled during our Investor Day on

international sales in the Health & Home segment, a decline in Personal Care sales within the Beauty segment, and the unfavorable impact from foreign currency fluctuations of approximately \$2.5 million, or 0.7%.

Consolidated gross profit margin

*News cont. on page 40*

News cont. from page 39

decreased 0.5 percentage points to 40.8%, compared to 41.3%. The decrease is primarily due to the impact of tariff increases, unfavorable foreign currency fluctuations and higher freight expense, partially offset by the favorable margin impact from growth in Leadership Brands and a higher mix of Housewares sales.

Consolidated SG&A as a percentage of sales decreased by 0.5 percentage points to 28.1% of net sales compared to 28.6%. The decrease is primarily due to the impact from pricing actions taken with retail customers, the favorable impact of foreign currency exchange and forward contract settlements, the impact that higher overall net sales had on operating leverage, and lower product liability claim expense. These factors were partially offset by higher annual incentive and share-based compensation expense related to short- and long-term performance, higher new product development expense, and higher advertising expense.

Consolidated operating income was \$47.2 million, or 12.5% of net sales, compared to \$43.3 million, or 12.2% of net sales. The increase in consolidated operating margin was driven by the net favorable comparative impact of pre-tax restructuring charges of \$1.1 million and lower SG&A as a percentage of net sales, partially offset by a reduction in gross profit margin.

The effective tax rate was 7.6%, compared to 6.2% for the same period last year. The year-over-year increase in the effective tax rate is primarily due to shifts in the mix of taxable income in various tax jurisdictions and increases in certain statutory tax rates.

Income from continuing operations was \$40.7 million, or \$1.61 per diluted share on 25.2 million weighted average shares outstanding, compared to \$38.2 million, or \$1.43 per diluted share on 26.6 million weighted average diluted shares outstanding. Diluted EPS from continuing operations for the first quarter of fiscal 2020 included a net favorable comparative impact from after-tax restructuring charges of \$0.04 year-over-year.

Adjusted EBITDA increased 6.6% to \$63.3 million compared to \$59.4 million.

On an adjusted basis for the first quarters of fiscal 2020 and 2019, excluding restructuring charges, non-cash share-based compensation, and non-cash amortization of intangible assets, as applicable:

Adjusted operating income increased \$3.8 million, or 6.9%, to \$59.3 million, or 15.8% of net sales, compared to \$55.5 million, or 15.6% of net sales. The 0.2 percentage point increase in adjusted operating margin primarily reflects the impact that higher overall net sales had on operating leverage, lower product liability claim expense, and the favorable margin impact from Leadership Brand growth and a higher mix of Housewares sales. These factors were partially offset by the impact of tariff increases, higher annual incentive compensation expense, higher freight expense, higher new product development expense and higher advertising expense.

Adjusted income from continuing operations increased \$2.3 million, or 4.6%, to \$52.1 million, or \$2.06 per diluted share, compared to \$49.8 million, or \$1.87 per diluted share. The 10.2% increase in adjusted diluted EPS from continuing operations was primarily due to the impact of higher adjusted operating income from the Housewares segment and the impact of lower weighted average diluted shares outstanding. This increase was partially offset by lower adjusted operating income from the Health & Home and Beauty segments.

**Segment Operating Results—First Quarter Fiscal 2020 Compared to First Quarter Fiscal 2019:**

Beauty net sales increased 3.4%, or \$2.5 million, primarily due to sales growth in the appliance category, especially online, and growth in international sales, partially offset by a decrease in brick-and-mortar sales and a decline in Personal Care. Operating margin was 1.2% compared to 2.0%. The decrease was primarily due to the impact of higher freight expense to meet strong demand in the appliance category, the margin impact of a less favorable product and channel mix, and higher new product development expense. These factors were partially offset by lower advertising and

amortization expense. Beauty adjusted operating income decreased 26.8% to \$3.7 million, or 4.8% of segment net sales, compared to \$5.0 million, or 6.8% of segment net sales.

**Balance Sheet and Cash Flow Highlights—First Quarter Fiscal 2020 Compared to First Quarter Fiscal 2019:**

- Cash and cash equivalents totaled \$18.4 million, compared to \$16.9 million.
- Total short- and long-term debt was \$321.1 million, compared to \$300.1 million, a net increase of \$21.0 million.
- Accounts receivable turnover was 66.8 days, compared to 62.6 days.
- Inventory was \$335.3 million, compared to \$256.3 million. Trailing 12-month inventory turnover was 3.2 times compared to 3.1 times.
- Net cash provided by operating activities from continuing operations for the first quarter of fiscal 2020 decreased \$13.2 million to \$15.7 million.

**Fiscal 2020 Annual Outlook:** For fiscal 2020, the Company has updated its outlook and now expects consolidated net sales revenue in the range of \$1.590 to \$1.620 billion, which implies consolidated sales growth of 1.7% to 3.6%, compared to the prior expectation of 1% to 3%. By segment, the outlook reflects:

- Beauty net sales decline in the low-single digits, which remains the same.

The Company now expects consolidated GAAP diluted EPS from continuing operations of \$6.80 to \$6.97, and non-GAAP adjusted diluted EPS from continuing operations in the range of \$8.40 to \$8.65, which excludes any asset impairment charges, restructuring charges, share-based compensation expense and intangible asset amortization expense.

The Company's net sales and EPS outlook assumes the severity of the upcoming cough/cold/flu season will be in line with historical averages. The Company's net sales and EPS outlook also assumes that June 2019 foreign currency exchange rates will remain constant for the remainder of the fiscal year. The Company now expects the year-over-year comparison of adjusted diluted EPS from continuing operations to be impacted



*Crazy Color introduces the Neon Collection. These high-fashion shades not only make a big impact, they also glow in the dark under black light! Crazy Color is available in North America through VNC Sales. @crazycolorltd*

by an expected increase in growth investments of 12% to 17% in fiscal 2020, compared to the prior expectation of 10% to 15%. The diluted EPS outlook is based on an estimated weighted average diluted shares outstanding of 25.3 million.

The increase in the adjusted diluted EPS outlook for fiscal 2020 reflects the Company's strong performance in the first quarter, partially offset by the expected impact of the new U.K. Offshore Receipts in respect of Intangible Property ("ORIP") tax, the expected unfavorable impact from the assumption that June 2019 foreign exchange rates will remain constant for the rest of fiscal 2020, and an expected increase in growth investments compared to the original outlook. Combined, these items have an impact of approximately

\$0.20 per diluted share. The Company continues to expect adjusted EPS growth for fiscal 2020 to be concentrated in the second half of the year due to the strong performance comparison and specific events in the first half of fiscal 2019. The Company



expects growth in adjusted EPS for the first half of fiscal 2020 of 4% to 6% year-over-year.

The Company expects a reported GAAP effective tax rate range of 9.9% to 11.9%, and an adjusted effective tax rate range of 9.1% to 10.7% for the full fiscal year 2020. For the full report, visit <http://investor.hotus.com/>.

**Coty Inc. (NYSE: COTY) recently announced a Turnaround Plan to drive substantial improvement in Consumer Beauty while also further optimizing Luxury and Professional Beauty.** The Plan

focuses on three strategic pillars: rediscover growth, regain operational leadership and build a culture of pride and performance, with the objective to steadily improve gross margin and operating margin, more in line with Coty's peer group, as well as to drive free cash flow and reduce leverage.

In the professional beauty market, Coty markets **Wella Professionals, Kadus, Sebastian, Nioxin, Clairol Professional, OPI and GHD.**

**Pierre Laubies**, Coty's CEO, says, "Over the past few months, we have focused on both stabilizing our operations and identifying a path toward turning around the

company. Our Turnaround Plan will enable us to build a better business in the coming four years, while we gradually prepare for growth. We are fortunate to have a strong brand portfolio and talented and engaged people around the world, and we will provide the right framework to enable their success. We will focus our strategic effort and investments on fewer brands globally while simplifying our operations and organization. At the same time, we will make our cultural transformation agenda a key building block of our plan.

"Our financial priorities are clear—to improve profitability and deleverage—and we are setting realistic targets and delivering them. We will progress it as a team, with the right balance of discipline and creativity."

**Turnaround Plan Details**

**Rediscover growth:** Rediscover growth is focused on improving Coty's execution and fundamentals to establish over time a better business, before focusing on building a bigger business. This includes:

- **Focusing brand-building efforts** behind priority brand-country combinations and investing behind them at scale;
- **Improving shelf productivity** by better optimizing assortment choice, while simplifying product range and brand architecture;
- **Driving better mix management**

*News cont. on page 42*



News cont. from page 41

through improved portfolio structure, optimized promotional tactics and support of higher margin pillars; and

- **Building an innovation pipeline** to support expansion of category coverage, up-trading and margin accretion.

**Regain operational leadership:** By reducing complexity and costs throughout the business, Coty will unlock substantial opportunities to reinvest and drive profit expansion. This includes:

- **Improving cost of goods sold** through the value engineering of product ranges and optimizing Coty's supply chain utilizing its existing manufacturing footprint;

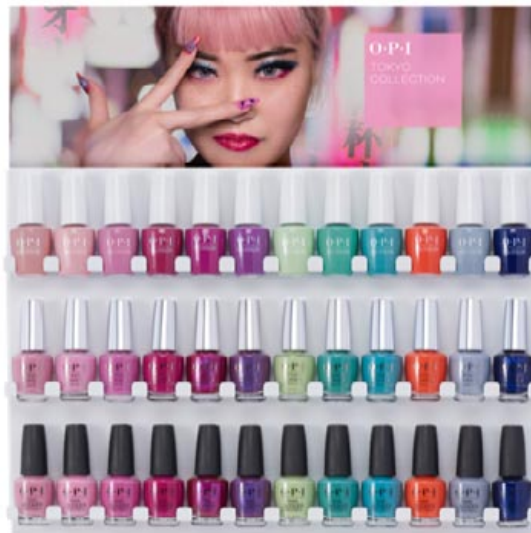
- **Rationalizing skus and sub-ranges** to reduce product range complexity, lower inventory and drive better shelf productivity;

- **Reducing fixed costs** with a new organizational structure that aligns Coty's costs with its revenues, simplifies decision-making and enables teams in markets to act with closer guidance and greater speed. The key changes proposed include reducing organizational layers and positioning all key markets closer to the Executive Committee; splitting Commercial and Marketing responsibilities to enable greater focus on portfolio strategies and operational excellence in-market; and creating scale in markets.

As such, Coty expects to move from the current organizational structure into regional commercial teams in Europe, Middle East & Africa (EMEA), Americas & Asia Pacific, and brand marketing units for Luxury and Consumer Beauty. **Professional Beauty is expected to remain a distinct business unit, due to its unique salon channel focus, though with the same principle of key markets reporting directly to its President.** All

markets are also expected to be supported by mutualized functions.

With this new organization, the following changes to Coty's Executive Committee will be effective by January 1, 2020: **Edgar Huber**



OPI's Tokyo Collection

will be appointed president of Americas & Asia Pacific; **Gianni Pieraccioni** will be appointed president of EMEA; **Fiona Hughes** will be appointed president of Consumer Beauty Brands; and **Simona Cattaneo** will be appointed president of Luxury Brands. All other members of the Executive Committee will remain in their current roles: **Pierre Laubies**, CEO; **Sophie Hanrot**, chief human resources officer; **Greer McMullen**, chief legal officer; **Sylvie Moreau**, president of Professional Beauty; **Daniel Ramos**, chief scientific officer; **Pierre-André Terisse**, chief financial officer; and **Luc Volatier**, chief global supply officer.



**Build a culture of pride and performance:** Refining Coty's culture is a critical element of energizing and engaging Coty's associates, as well as unlocking the

substantial value in Coty's business. Coty's goal is to create a culture that balances discipline and creativity, as well as fosters team spirit and engagement.

To achieve that, as well as reduce geographic fragmentation and costs, Coty intends to create a centralized management headquarters in Amsterdam where most of Coty's executive team and corporate functions are expected to be based. Amsterdam is a cost-efficient and tax-stable location, conveniently located to Coty's main markets and has a strong base of FMCG talent. This new set-up is expected both to drive scale and also lead to greater speed, efficiency and, ultimately, business results.

The new organization design is expected to be in effect by January 1, 2020. The full structure implementation and consolidation of management headquarters are expected to be completed by July 1, 2020, subject to legal processes where required by local regulations.

**Financial Outlook: Pierre-André Terisse**, CFO, says, "We have built a realistic four-year plan, focused on restoring our profitability and deleveraging our balance sheet. We will recover competitiveness by strengthening our brands, expanding our gross margins and methodically reducing our costs. Together this will give us the flexibility to step up our commercial investments while simultaneously driving significant operating margin expansion and enable Coty to achieve a leverage ratio of net debt to EBITDA below 4x by Fiscal 2023. Our new company-wide incentive system will be aligned to these financial objectives and in Fiscal 2020 will be focused on three key performance indicators: gross margin; operating income; and free cash-flow. We are confident in this plan and the results of our actions to date support our belief that we can deliver our objectives."

Coty is targeting the following for Fiscal Year 2023, assuming net revenues will remain similar in total to that of Fiscal Year 2019, at a constant foreign exchange rate and scope:

- Operating margin: Between 14% and 16%;

- Free cash flow: Around \$1 billion; and
- Leverage: Net debt to EBITDA less than 4x.

To implement the turnaround, Coty expects to incur one-time cash costs of approximately \$600 million spread over fiscal years 2020 through to 2023, in addition to approximately \$160 million connected to previous programs.

As part of these financial targets, Coty expects the following for Fiscal Year 2020 (vs. Fiscal Year 2019):

- Moderating decline in net revenues;
- Constant currency adjusted operating income up 5% to 10%; and
- Moderate free cash flow improvement.

**Other Financial Updates:** Coty is completing its annual testing for impairment in light of the Turnaround Plan and related projections, and expects to record an impairment of its intangible assets of approximately \$3 billion. The final amount will be reflected in Fiscal Year 2019 earnings.

Coty has agreed with its banks on an amendment to its Credit Agreement to align with the Turnaround Plan and provide the operational flexibility needed to reach its medium-term goals. Coty has ample liquidity and available credit lines for a total of more than \$2 billion. Contact **Olga Levinzon**, investor relations, at [olga\\_levinzon@cotyinc.com](mailto:olga_levinzon@cotyinc.com). Visit [coty.com](http://coty.com).

## government relations

**The Professional Beauty Association reports that most states have wrapped up their 2019 legislative sessions and, as usual, there was no shortage of bills affecting our industry.** Those included full cosmetology deregulation in Texas and West Virginia (which were defeated) to bills concerning independent contractors in California and Washington. With so much

activity, the PBA Government Affairs Team and its Beauty Industry Advocates were busy defending and protecting our industry.

**Blow-dry bills:** After Virginia successfully passed blow-dry and styling deregulation in 2018, several states introduced their own versions of the bill. PBA opposes this type of deregulation for several reasons:

- Unlicensed professionals are not required to be trained to utilize chemicals and tools safely to avoid injuries and the spread of infectious diseases.
- Deregulating blow-dry services does not support long-term growth and a sustainable career path with greater earning potential for those wanting to enter the beauty industry.
- 48 states require a cosmetology license to provide professional beauty services, and unlicensed employees cannot be insured or held accountable by the state.

Proponents of blow-dry service deregulation claim that there is little risk associated with simply cleansing, conditioning and styling a client's hair with hot tools, and that requiring regulation is a barrier to employment.

Supporters of blow-dry service deregulation include the **Institute for Justice**, the **Goldwater Institute** and other libertarian organizations. Your PBA Government Affairs Team and its Beauty Industry Advocates have worked tirelessly to oppose blow-dry deregulation. Even though PBA offered common-sense compromises to total blow-dry service deregulation in Arizona (including allowing cosmetology students to work in salons and earn while they learn), the Goldwater Institute and **Senator Ugenti-Rita** would not work with the industry to come to a compromise.

Fighting this type of legislation is a team effort. In total, over 1,700 advocates made 8,819 direct contacts with legislators to attempt to stop these bills. Here are the states that introduced this legislation in 2019:

- **Arizona Senate Bill 1401** exempts a person from licensure who dries, styles, arranges, dresses, curls, hot irons or shampoos/conditions hair. The bill states that they must take a sanitation, infection

control and law class, as prescribed by the State Board of Cosmetology. This bill passed on party lines with all Republicans voting yes and all Democrats voting no.

- **Colorado House Bill 19-1330** exempts a person from licensure who engages only in hair-drying services, which include drying, styling, arranging, curling, hot ironing or cleansing hair. This bill did not pass.

- **Massachusetts House Docket 1198** is very close in language to Arizona SB 1401. The bill exempts persons who dry, style, arrange, dress, curl, hot iron or shampoo and condition hair if the service does not include applying reactive chemicals to permanently straighten, curl or alter the structure of the hair and if the person takes and completes a class relating to sanitation, infection protection and law review that is provided by the State Board or its designee. The bill also states that individuals providing the unlicensed services must post a conspicuous sign stating they are unlicensed. This bill was introduced in May and is still being considered in the Massachusetts Legislature.

- **Minnesota Senate File 2227** deregulates "hairstyling," defined as the practice of cleaning, drying, arranging or styling hair, as well as makeup and eyelash extension services. This amendment was introduced at the very end of session by the Institute Justice. PBA worked directly with the **Minnesota Salon Spa Association** to stop this amendment, and it was not included in the final version of the bill.

- **New Jersey Assembly Bill 5492** exempts blow-dry services from cosmetology licensure. PBA and the Beauty Industry Advocates quickly opposed this. The sponsor listened to their concerns and withdrew the bill from consideration.

To stay on top of legislation affecting our industry, text PROBEAUTY to 52886, so you can receive up-to-the-minute updates. Additionally, PBA needs more Beauty Industry Advocates to write letters, attend committee hearings and more. Your voice matters! Contact **Bridget Sharpe**, manager of state legislation, at [bridget@probeauty.org](mailto:bridget@probeauty.org). Visit [probeauty.org/advocacy](http://probeauty.org/advocacy).

*News cont. on page 44*

News cont. from page 43

## giving back

After two months and thousands of creative “FUNraising” events, Paul Mitchell Schools raised \$1.4 million to benefit eight national charities and dozens of local nonprofits, bringing their 16-year total to over \$21 million. Most importantly, the cost incurred in raising the \$21 million has been less than 4%, an amazingly low amount compared to the national average of 25%.

“Our Paul Mitchell Schools have an unstoppable momentum of giving back; it’s in our DNA,” says Paul Mitchell Schools Dean and Cofounder **Winn Claybaugh**. “This gives me lots of hope, because this is the legacy we pass onto our future professionals and team members.”

The grand total was announced at a glamorous gala in Beverly Hills, attended by school leaders, celebrity guests, charity representatives, beauty bloggers and editors, and the first 100 students and school team members who individually raised at least \$3,000. Thanks to generous sponsors and school owners, the First 100 winners received a ticket to the Gala, a meet-and-greet photo op with celebrity guests and a day of hands-on education with **Nicholas French**, salon owner **Kelly Cardenas** and award-winning makeup artist **Debra Dietrich**. They also joined Gala co-hosts **Leeza Gibbons**, **Winn Claybaugh**, and the charity representatives onstage at the end of the night to reveal the top 10 FUNraising schools and the 2019 total.

The star-studded evening included special appearances by **Mary Wilson** of the **Supremes** and **America’s Got Talent** finalist **Brian King Joseph**, whose life was saved at a Children’s Miracle Network Hospital.

Paul Mitchell Co-founder and Chairman **John Paul DeJoria** acknowledged the schools’ longtime support for **Food 4 Africa**, an organization close to his heart. To date,



Presenting the FUNraising check for more than \$1.4 million are (from left) Steven McQueen, Kathy Buckley, Leeza Gibbons, John Paul DeJoria, Angus Mitchell, Cedric King, Joe Mantegna, Winn Claybaugh, Brian King Joseph, Eden Sassoon and Seth Maxwell.

the \$1 million donated by Paul Mitchell Schools has provided more than 28 million meals for orphaned children in Africa.

**Angus Mitchell** and **Eden Sassoon** shared fond memories of their iconic fathers, the late **Paul Mitchell** and **Vidal Sassoon**, who built philanthropy into their companies and left a legacy for their families and the entire beauty industry.

In addition, Paul Mitchell Schools have raised over \$1.475 million for **Children’s Miracle Network Hospitals**, donated \$900,000 to help **No Limits** teach under-served deaf children and their families the skills to succeed in school and life and donated \$855,000 to the **Gary Sinise Foundation**. They have also donated \$1.2 million to **Leeza Gibbons’ Leeza’s Care Connection**; \$500,000 to help **Thirst Project** provide safe, clean water to hundreds of thousands of people; and \$375,000 to **CAST**, which helps trafficking survivors, along with several scholarships for CAST survivors.

In addition to supporting the eight national charities, many Paul Mitchell Schools raised money and provided hands-on support for local charities in their own communities.

Funded largely by the Paul Mitchell Schools FUNraising campaigns, the **Andrew Gomez Dream Foundation** also provides

funds for smaller organizations. This year’s Andrew Gomez Compassionate Service Awards went to Thirst Project founder **Seth Maxwell** in recognition of his passion for making the world a better place, mentoring the next generation and providing education and opportunities for others to make a difference, and to **CAST CEO Kay Buck**, who courageously uses her voice to bring attention to the unspeakable crimes of slavery and human trafficking.

Giving back has always been a cornerstone of Paul Mitchell Schools. In addition to the annual FUNraising campaign, Future Professionals give back through their schools’ year-round partnerships with local organizations.

Winn says, “People often ask why we promote FUNraising in our schools. We believe that service is the rent we pay for room on this earth, so it’s our job to make sure we provide opportunities for our students to give back. Our FUNraising

campaign lets us give back to our communities, join together as a team for something important outside of work and provide our students with opportunities to develop skills that will help them in their careers and in life.”

To learn more about how you can join the FUNraising campaign, visit [paulmitchellschoolsfundraising.org](http://paulmitchellschoolsfundraising.org).



CEO John Paul DeJoria



**L'Oréal USA dedicated the month of June to service, with more than 3,500 of the company's employees supporting projects across 11 states in 30 days.** On L'Oréal USA's annual Volunteer Day, which took place on June 20, employees across the United States contributed over 17,000 service hours to non-profit and regional organizations that align with L'Oréal's corporate social missions of promoting sustainability, advancing science and providing beauty for all.

"As the largest beauty company in the world, L'Oréal has an opportunity to use our scale for good and make a positive impact on our communities, environment and society," says **Frédéric Rozé**, president and CEO of L'Oréal USA. "I am proud to see the passion of our employees and their commitment to giving back, not just on this annual day of service but all year-round."

As part of Volunteer Day, L'Oréal USA annually partners with 190 local charitable organizations across 11 states, including New York, New Jersey, Ohio, Washington, Arkansas, Texas, Minnesota, Florida, Illinois, Kentucky and California. On June 20, L'Oréal USA employees based at the company's headquarters in New York City worked with multiple local organizations on charitable projects including **The Ali Forney Center, Oasis: A Haven for Women and Children, MakeDo at PS/IS 366** and **Friends of the High Line**.

Through its **L'Oréal Gives Back** program, employees are given the opportunity to donate to their preferred charities, organize peer-to-peer fundraising initiatives within the employee community and apply for a dollar-for-dollar company match. In addition to L'Oréal USA's Annual Volunteer Day, every employee is provided eight hours of company time to volunteer throughout the year with an organization of their choice.

L'Oréal USA's Annual Volunteer Day is an extension of L'Oréal's annual global Citizen Day initiative, the company's ongoing effort to support communities worldwide. Created in 2010, the annual Citizen Day has enabled employees from nearly 65 countries to offer more than 1 million cumulative volunteer

hours to hundreds of non-profit and local organizations and their beneficiaries. Every year, nearly 30,000 L'Oréal employees participate in volunteer activities tied to Citizen Day.

L'Oréal USA's Volunteer Day and the global Citizen Day program also reinforce the company's sustainability commitment to **Sharing Beauty With All**, which aims to improve L'Oréal's environmental and social impact across every level of the value chain and commits the company to reduce its water, waste and carbon emissions by 2020. Visit [lorealusa.com](http://lorealusa.com).

**Ulta Beauty guests brought possibilities to life for mothers and children in rural communities this past Mother's Day season through in-store and online donations totaling more than \$1.1 million.**

All proceeds will benefit **Save the Children's Early Steps to School Success** program and families impacted by natural disasters in the United States. The partnership reflects the **Ulta Beauty Charitable Foundation's** mission to increase the number of women and families Ulta Beauty can empower and strengthen through financial support.

"This past Mother's Day season, guests at more than 1,100 stores and online experienced the beauty of giving back with 100% of donations benefiting Save the Children's critical early learning and disaster relief programs in the United States," says **Mary Dillon**, Ulta Beauty's CEO. "We know that in order to ensure a bright future for all children, women and their families need access to early learning opportunities and protection from harm. For 100 years, Save the Children has done whatever it takes—every day and in times of crisis—to transform children's lives and the future we share."

In addition to its early learning work, Save the Children's emergency response teams are on the front lines of every major emergency in the United States, helping meet children's most urgent and unique needs and setting up safe spaces in shelters where kids can play, learn and begin to cope. Visit [ulta.com](http://ulta.com) and [savethechildren.org](http://savethechildren.org).

## show biz

**On November 20-21, 2019, the Professional Beauty Association will host the 6th annual Executive Summit**, where over 300 of the beauty industry's thought leaders, top executives and influencers unite to explore the disruptive forces affecting business models and profitability. This year's theme, **Leading Through Human Connections**, will explore best-in-class case studies and challenge conventional wisdom to understand how to manage disruption, leverage new technologies and create human relationships that drive innovation.

"The Executive Summit is an essential platform for leaders to gather as a collective and compare valuable learnings that will continue to enhance and elevate the beauty industry. By providing the latest and most insightful business trends and data, and examining those effects on beauty, we continue to support the professionals who keep the industry ahead of change," says PBA Executive Director **Steve Sleeper**.

This year's speaker lineup includes **Kate Ancketill**, founder/CEO of **GDR Creative Intelligence**; **Mitch Joel**, technology and innovation expert and best-selling author; **Erica Keswin**, best-selling author, speaker, and professional dot-connector; and **Steve Sleeper**.

Attendees of the 2018 Executive Summit included executive-level professionals representing some of the industry's most recognized brands like **Bumble and bumble, Henkel, Kao USA, Inc., L'Oreal, Revlon, SalonCentric, Sport Clips, ULTA Beauty**, and more.

To learn more about the Executive Summit and purchase tickets for this can't-miss event, visit [probeauty.org/execs](http://probeauty.org/execs). PBA members receive \$300 off registration. To explore membership options, visit [probeauty.org/join](http://probeauty.org/join).

# Cosmoprof Bologna: It's all about the dialogue

As the world becomes smaller and the demand for U.S. brands continues to grow, more of our colleagues are attending and exhibiting at **Cosmoprof Worldwide Bologna** and **Cosmoprof Asia** than ever before. As we get ready for **Cosmoprof North America** in Las Vegas, lets take a look back at the exhibits, networking and fun this year at Cosmoprof Bologna.

Reports **Adrienne Kramer**, CEO of **Pro Beauty Partners**, the leading partner to emerging brands globally who want to enter the retail marketplace in beauty, health and wellness, "Instead of product trends, dialogue was the trend. Quotes I heard on the floor included, 'It's all about the theater,' referencing how brands look in store. Yes, they were still discussing in-store. Also, 'Not everything is a hostage negotiation,' referencing the importance of negotiating with vendors in a productive, positive, partnership manner."

Adrienne, who with her team attends many international events, adds, "It was a really good show. There were some unusual ingredients like donkey milk, but I can't tell you that they moved the dial that much in efficacy. The interesting newness was in ideas that were simple. We loved a range of powdered masks called **Chic Chiq**. The masks are sold in individual sachets, so you just add water, stir



*Fluid Fragrances' Phil Clark welcomes you to Cosmoprof Worldwide Bologna.*

and apply to your face. The mask rolls off for super-easy application. We also saw a hair mask applied in a bonnet, which you massage periodically to allow the heat from your scalp to continue to activate it. Cosmoprof has done a great job of making it easier to navigate retail versus professional.

"From a business point-of-view, distribution is more blended than ever. Even brands claiming they are launching solely as professional brands will admit mid-conversation that they will also consider retail. They are concerned about making money."

Reach Adrienne at [ackramer@probeautypartners.com](mailto:ackramer@probeautypartners.com).

U.S. Manufacturers' Rep firm **The Kirschner Group** invaded Bologna with the intention to do business—and that they did.

Says **Paolo Rezzara**, president of The Kirschner Group, "This was by far our best Cosmoprof Bologna ever. Thanks to our 20 international representatives and to the strategic positioning of most of our brands, which were able to showcase near our booth, this year we were able to manage an incredibly high number of meetings that are becoming new distribution opportunities."

Paolo reported these major trends:

- Organic and natural products.
- Beauty lines with small product portfolios and attractive packaging, that are easy to position and understand.
- Brands with packaging and social media plans targeted to millennials.
- Celebrity lines that provide immediate brand recognition, especially at the retail level.

Reach Paolo at [paolo@kirschnergroupp.com](mailto:paolo@kirschnergroupp.com).

According to the **CosmoTrends Report**, which is curated by global beauty trend-forecasting agency **BeautyStreams**, there were five major trends spotted at the show:

**1. The Cinderella Effect:** Beauty products that have The Cinderella Effect deliver instant gratification, have a powerful transformative effect and obvious photogenic appeal, worthy of being captured on millennial livestreams and videos. However, like the fairy-tale name



*left: Beth Hickey, chair of the Professional Beauty Association's board of directors, with Robanda International's David Leib. center: Halli from Reykjavik Warehouse, Iceland; Beauty Sales' Scott Cox and Fluid Fragrances' Phil Clark. right: Andrea Bovero with Repechage's David Sarfati.*



suggests, these fast-acting beauty boosts and visual effects only last a few hours.

**2. Hyperactive Naturals:** As consumers become more skilled at reading labels, they are rejecting toxic ingredients and fillers, and gravitating toward clean, high-performing, natural ingredients that offer super-concentrated doses of skin care benefits. Waterless products, in particular, are more highly concentrated, and eliminating H<sub>2</sub>O also removes the need for preservatives and parabens, so the formulas are also cleaner.

**3. Intimate Care:** Intimate care is emerging as a new category in beauty and wellness, with products designed for external and internal use, and incorporating luxurious

formulas, sensorial experiences, high-quality natural ingredients and elegant packaging.

**4. Skin Defense Warriors:** Just like sun protection creams defend against UV exposure, environmental skin defenders protect the skin from damage and premature aging caused by pollutants, free radicals and digital overexposure.

**5. Redefining Masculinity:** As beauty

becomes ever more inclusive, we are moving beyond basic male grooming to a new era that incorporates sophisticated offerings for men that bring out their masculinity and beauty, communicating that men (like women) can be themselves, but better.

The 2020 edition of *Cosmoprof Worldwide Bologna* is scheduled for March 12-16. Visit <https://www.cosmoprof.com/en/>.



from front/clockwise: Freeman Sales Group's Nicole Freeman, Pro Beauty Partners Michelle Lamey and Adrienne Kramer, and Sultra's Dana Story, Dale Koenig and Brittany Dailey.



Katharin von Gavel (third from right), Murray Smith (right) and their team from Footlogix.



Harlen Kirschner (center front), CEO of The Kirschner Group, with The Kirschner Group's international reps, customers and friends at Cosmoprof Bologna.



left: Carmen DePasquale (second from left), Dee DeLuca-Mattos (third from left) and the DePasquale/ECRU NY Team with their international partners. center: Macadamia Beauty celebrated its 10th Anniversary with a Prosecco-powered party and an announcement that their formulas will be vegan, effective this summer. right: The Cutting Room's David Guerin with Alberto Gitano Gómez.





**The Beauty Industry Report** AN EXECUTIVE NEWSLETTER & COMMUNICATION FORUM FOR PROFESSIONAL BEAUTY BUSINESS LEADERS



*Jim Markham (right) and his business partner, Celebrity Hairdresser Jay Sebring (left).*

**Jim Markham, ColorProof Color Care Authority's founder/CEO, served as a technical consultant for Quentin Tarantino's new movie "Once Upon a Time in Hollywood."** Jim played a crucial role in set decoration, ensuring the authenticity of the props, cutting and grooming tools, the Sebring product line and the recreation of **Jay Sebring's** Hollywood salon.

The film, which debuts July 26, visits Los Angeles in the summer of 1969 where television star Rick Dalton (Leonardo DiCaprio) and his stunt double (Brad Pitt) navigate through the evolving film industry. Storylines revolve around the Manson family murders, which took the lives of actress Sharon Tate (Margot Robbie), and her hairdresser and Jim's business

## last minute blasts

partner **Jay Sebring** (Emile Hirsch).

Jim began his career as a barber in New Mexico, and quickly aligned with Celebrity Hairdresser Jay Sebring in Hollywood. Jay became Jim's mentor, friend and business partner, and together they perfected scissor-over-comb barbering for their celebrity clients, including Steve McQueen, Paul Newman, Johnny Carson and Frank Sinatra. Following Jay's death, Jim took over the Sebring business, then went on to found four leading hair-care companies.

Says Jim, "Today, we are seeing a shift back to the longer styles for men made popular during that era, and this movie will have a huge impact on making those looks mainstream. As part of ColorProof's 2019 Education Curriculum, we are thrilled to feature a class that will teach the Markham/Sebring scissor-over-comb technique, so stylists can be at the forefront of the trend."

**J. Aris Koroyan, founder/CEO of SUDZZfx, Inc., shares the following:**

"**Pasquale Russo**, a great and trusted personal friend, as well as founder of **Open Door Packaging** and **Beauty Concept Group**, will be acquiring and leading SUDZZfx forward. With over 30 years' experience in the professional beauty industry, he has a powerful team of fulfillment, marketing and sales professionals under his umbrella, who will be injecting fresh, new ideas and greater support behind the brand. If you have the pleasure of knowing Pasquale, his honesty, integrity and big heart for helping others are some of his hallmarks.

"**Henry Arias** will continue to oversee day-to-day management of sales, marketing and education.

You will find that BCG's vast resources and skilled team will allow for better mutual growth and faster adaptation to our ever-changing industry. BCG's greatest asset is its inventory control and fulfillment systems, which will deliver orders efficiently for the smoothest transition possible.

"Since 2002, it has been my great pleasure to provide products and solutions to salons. Creating SUDZZfx fulfilled a lifelong promise to myself to create a product line I could believe in and stand behind 100%.

"I will always look back on my time in this industry as a stylist, DSC, distributor and manufacturer as the best years of my life. I will continue to treasure the relationships and friendships I have cultivated." Visit [sudzzfx.com](http://sudzzfx.com).



**To start a new subscription or renew yours at a special price, visit [subscribe.bironline.com](http://subscribe.bironline.com).**