



THE MEDIA OF RECORD FOR THE PROFESSIONAL BEAUTY BUSINESS

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2019-2020 Show Calendar!

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## 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*

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## 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!

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**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)

