

bir

THE BEAUTY INDUSTRY REPORT

guest
columnist

Chair/suite rentals to dominate industry

By Cyrus Bulsara

When I joined Redken and the U.S. salon industry in 1983, there were independent salons and chain salons. Independents formed about 85% of all salons and business and chains constituted about 15%. That picture has shifted dramatically.

Chair rental salons and salon suites are the fastest growing salon type in the United States, expanding rapidly at the expense of mid-tier, mall-based salon chains, as well as some independent artistic salons. Major corporate suite rental chains like Sola Salon Studio, Salon Lofts, Salon Plaza, Solera Salon & Spa and Salons by TJ, are adding greatly to expansion of the sector.

Out of the 253,085 U.S. salons, about 47% are chair, suite or booth rentals. These are clearly the fastest growing salon category and will dominate by next year. These salons are either under single or joint ownership, run by entrepreneurs or big real estate developers and also utilize various hybrids of profit-sharing models, including franchising.

Chair/suite rental salons are primarily concentrated in the West and Southwest, followed by parts of the Northwest, South and Southeast. Highest concentrations are reported in California, Texas, Nevada, Arizona, New Mexico, Florida and Ohio. Areas of new and significant growth are the Midwest (Illinois, Indiana, Michigan and Missouri), upstate New York and New England. Rental is slowly creeping into the Mid-Atlantic area.

The opening of well-appointed, large chair/suite rentals with 20 to 40 operators is widespread from Texas to California and expanding into new areas quickly, with Colorado, Florida, Illinois, Kentucky and Ohio leading the way. These suites offer clients a one-stop mix of salon/spa hair, skin, nail, body and cosmetics services. The rise of

A MONTHLY NEWSLETTER FOR EXECUTIVES IN THE PROFESSIONAL BEAUTY BIZ

highlights

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CHECK OUT BIR's 2014 BIG! Show Calendar!

This is your industry's newsletter, and **BIR** welcomes your feedback!

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Mane St.

by Mike Nave
EDITOR



Beauty Industry Report's (BIR) readers know that I'm a show junkie. I love discovering new companies and products to share with our readers. In fact, since

January, **BIR** has reported on thousands of new products from new and existing brands. That got me thinking, how many products do we need?

While some launches represent true innovation, many are me-tos with perhaps a different marketing spin launched to give the DSC, stylist or store associate something new to talk about. Is that enough? Is it good for the industry? Will stylists or consumers pay extra attention—and dollars—simply because a shampoo is “new?” Or do they want a more compelling story with a “what’s in it for me?” angle that they’ve not heard before?

I would love to hear your thoughts via email and on **BIR's** Facebook wall.

Regards,

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guest columnist

Rentals to dominate industry...from p. 1

franchise and independent salon suites points to the relatively newly recognized legitimacy of this burgeoning market segment.

The impact of booth rentals on the marketplace has been dramatic. Chair/suite rentals provide an upscale ambiance, convenience and a consistent personalized service quality, with value-for-money pricing. This continues to attract and retain clients and propagate their popularity. Better quality suite rentals are expanding fast, at the expense of the middle-market independents and mall-based chains. In addition, mid-tier independents and chains are experiencing walk outs by veteran staff—many migrating together to rent suites at the same salon.

To stem the loss of commissioned employees and remain competitive, many independent salons are shifting their employee classifications for IRS tax purposes, to “independent contractors” (not renters). These stylists are paid a gross commission by the salon as self-employed contract labor, and are issued 1099s at the end of the year. The salon avoids payroll tax—shifting the burden to the stylists. This effectively—and perhaps illegally—reduces the salon’s cost of labor, and increases the stylist’s take-home pay, making all sides happy.

Marketers and distributors must keep a close eye on the evolution of this market segment. Your future business depends on it.

Cyrus Bulsara is president of Professional Consultants & Resources, the leading strategic consultancy and salon industry data source in the United States. Reach him at cbulsara@augustmail.com. Visit proconsultants.us.

BIR invites you to become a Guest Columnist. For consideration, please send your thoughts in 475 words, including a one-paragraph author bio, along with your high-resolution headshot no smaller than 300 dpi at 5 x 7 inches, to mike@bironline.com We will edit your column for style and space.

watch list

The **L’Oréal USA Professional Products Division** of brands, including **L’Oréal Professionnel, Kérastase, Redken, Matrix, Pureology, Shu Uemura Art of Hair, Mizani** and **Essie Professional**, announced its collaboration with **StyleSeat**, the Web and mobile destination that gives salons and stylists a suite of integrated digital tools to run, manage and grow their businesses. Understanding that by 2017, the Internet will influence 60% of all retail purchases, L’Oréal USA Professional Products Division created this custom program to support its network of salon owners and stylists through every stage of their careers.

According to the company, on average, beauty professionals using StyleSeat are able to grow revenue by 70% in the first 15 months on the platform. The combination of simple Web and mobile booking, a professional Web presence, marketing tools, and a new ecommerce feature launching in the fourth quarter, has the potential to transform the business of salons and stylists within L’Oréal’s network. Beauty lovers can also read recommendations from other clients and make online appointments with top salons or stylists in their areas.

More than 3 million consumers already use StyleSeat, with more than 8 million appointments booked since its launch. Additionally, 40% of the appointment bookings that happen on StyleSeat are outside the hours of business operation.

“StyleSeat understands the need and expectation for salons and stylists to have an online and mobile presence, which is an extension of their brick and mortar destinations,” stated **Pat Parenty**, president of L’Oréal USA Professional Products Division. “We want to support businesses with the tools and resources that can help improve the way they operate in a meaningful way, while giving consumers the online salon access they crave.

Through this partnership, StyleSeat will offer L’Oréal USA Professional Products Division brands’ salons customized tools, including online booking, 3 months of free deluxe services, branded email templates, profile pages, a spotlight on StyleSeat.com salon finder and tracking of client history.

L’Oréal USA Professional Products Division will also offer qualifying members the opportunity to sell products directly to their clients on their personal profile pages on StyleSeat later this year. Understanding that online retail continues to grow and can be a costly venture to navigate, L’Oréal USA Professional Products Division will manage the packing, shipping, and confirmation of all products shipped and shipped to the customers from the salon’s estore.

Added Pat, “At the L’Oréal Professional Products Division, we have always focused on helping our salon professionals to stay current on the newest innovations that enable them to be competitive and relevant to consumers looking for beauty services and products. Our collaboration with StyleSeat will help the entire professional beauty industry compete for today’s beauty consumer dollars. Digital engagement with our clients has quickly become the most effective way to deliver the information they need in the format they want at the time they want it, and combined with the salon visit, gives us the best opportunity to delight our clients and ensure a greater loyalty to our salons.”

He continued, “Consumer behavior has changed, and we want to keep the salon front and center in the digital conversation happening in today’s beauty market. Ecommerce is the fastest growing channel in beauty. As an industry, we need to be competitive at the salon level to ensure our success in the years to come.”

Said **Melody McCloskey**, co-founder/CEO of StyleSeat, “We are honored to team up with L’Oréal USA because of their leadership in innovation and beauty, with an incredible network of the most talented salons and stylists nationwide.”

To register for free, salon owners and stylists can visit styleseat.com/salontools

trends

By 2015, nearly 50% of all U.S. salons will offer some form of the booth rental/leasing model, and in the long run, there is little doubt that the better managed, private and corporate chains and booth rental salons combined will satisfy nearly 75% of all U.S. salon consumer market needs, according to the new **“Professional Salon Industry—2013, Chair and Suite Rental Study”** from **Professional Consultants & Resources (PCR)**, the leading strategic consultancy and salon industry data source in the United States. The new study also features a special section on strategies for Marketing and Selling to Chair and Suite Rentals.

“The chair and suite rental tsunami has hit the U.S. salon market. While independent artistic salons catering to high-end clients will always play an important role in the professional salon industry marketplace, this business model will continue to lose market share to booth/chair rentals and chain salons,” says **Cyrus Bulsara**, president of PCR. “The most likely outcome will be the evolution of new hybrids that combine the best client- and stylist-centric practices from all business models.”

The study provides an in-depth look into all aspects of the fastest growing segment of salons and its impact on the entire U.S. salon landscape. It includes a detailed analysis, insights, trends, projections and opportunities needed by manufacturers, distributors and chain salons to capitalize on the trend. It also helps to demystify this exploding channel by clearly delineating all aspects of each model. The study also includes an historical look at the models, booth rental definitions and an incisive analysis of current models:

1. traditional multi-service rental salons, including shared chair rental and luxury salon chair rental,
2. salon suites (private rooms within a salon for each provider), including independents, chain and franchisees, and
3. the growing niche of blended rental/commission salons.

On the marketing/sales/education front, the study examines salon industry trade and consumer promotion trends, including distributor promotions, salon and stylist promotions, salon client/consumer promotions, and more with in-depth recommendations. The report details marketing strategies targeted to booth renters and rental salons, including technology related productivity tools, and the use of the Web and social media platforms to support this emerging niche.

Major highlights include these findings:

- **Sola Salon Studios**, with 240 suite rental salons in 36 states, offers luxurious suites, business management support and education to support independent stylists. Salon Suite franchise organizations are transforming the salon landscape with the fastest growth.
- Independent stylists strongly drive sales at open-line **Sally** stores and full-service sales at **Beauty Systems Group/Cosmoprof, Salon Centric** and other distributor stores. Purchasing habits/inventory needs are distinctly different from other models.
- Chair/Suite rentals continue rapid growth in most U.S. regions, as clients follow their stylists for personalized, private services, and move away from big, older, chains. Mid-tier chains are under pressure.
- Consumers perceive little difference/value between salon types that provide consistent stylist skills, ambiance and service.
- Manufacturers and distributors need a sales/marketing strategy for each group of rental salons/stylists targeted. Strategies and tactics for rethinking packaging, promotional and pricing strategies are suggested. Tech tools/e-commerce needs are addressed.
- Affordable business management tools are easily accessible to independent stylists, who are using their mobile devices to manage their businesses with new technological productivity tools, management apps and referral platforms.

For more information about purchasing this study, reach Cyrus at cbulsara@augustmail.com or visit proconsultants.us.

honors

TSG Consumer Partners’ Brian Krumrei and Jennifer Baxter Moser have been named to **GrowthCap’s Top 40 under 40 Growth Investors List**. GrowthCap’s list is comprised of professionals who have distinguished themselves by providing equity capital to high growth companies and working closely with such companies to help the businesses scale. Brian has worked on TSG’s investments in **CytoSport, Rebecca Minkoff, Alterna Haircare** and **Sexy Hair Concepts**. Jennifer has worked on TSG’s investments in **Smashbox Cosmetics, Alexis Bittar, Paige Denim, e.l.f. cosmetics** and **REVOLVE**.

BIR attended the **Wella North America Trend Vision Awards** in Los Angeles recently. The downtown area has lots of hip and trendy restaurants and boutique retailers. We had a great lunch at **Bottega Louie** and dinner at **Perch**, located on top of one of the old historical buildings.

The show started with live interviews on the red carpet hosted by **Mary Rector-Gable**, founder of **Behind the Chair**. The program, hosted by **Amy Paffrath**, who helms the new “Dating Naked” TV show, started with a parade of finalists, followed by presentations by **Sassoon Academy, Sebastian, Tim Hartley** and **Wella**.

Top winners and their categories included; U.S. Color—**Brenton Lee, Brenton Lee Salon**, U.S. Young Talent—**Alisha Basham, London Hair Studio**, U.S. Student—**Ashton Morgan, Beau Monde Academy of Cosmetology**, Canada Color—**Emily Murphy, Cavana Inn & Spa**, Canada Young Talent—**Fernando Monge, HeadCandy Salon** and Canada Student—**Amanda Stellato, Salon Gaboa**.

Wella announced the launch of **Innosense**, a hair color line that features new technology that will enable colorists to bring PPD-sensitive color clients back to salons.

The event wrapped with a rocking concert by **Debbie Harry** and **Blondie**.

News continued on page 4

News continued from page 3



Paula Malloy joins **The Kirschner Group, Inc.** as director of new business development.

In this role, she will identify business growth opportunities and develop implementation plans for these new projects. From her early days as a stylist and salon



Paula Malloy

owner to working for brands in education and marketing to guiding **JCPenney Salons**, the largest U.S. group of department store salons, Paula has gained a broad range of experience and expertise in every aspect of the professional beauty industry. She was the first woman to serve as president of the **International SalonSpa Business Network (ISBN)**, plus she presently serves as a board member of the **National Professional Salon Industry Council**. Reach Paula at paula@kirschnergroupp.com. Visit kirschnergroupp.com

Mark Kartarik is the new president of **Sport Clips Haircuts**. He joins the men's and boys' hair care franchise after a 20-plus year career as a top executive with **Regis Corporation**, most recently serving as executive vice president. Mark also served as president of **Regis' Franchise**



Mark Kartarik

Division for the **Supercuts, Cost Cutters, ProCuts, First Choice Haircutter, Magicuts, City Looks** and **We Care Hair** brands.

"Mark played a major role in Regis' expansion over the past 20-plus years, and he will bring an extremely high level of franchising expertise to Sport Clips Haircuts, as we continue our growth and expansion

into new markets," says **Gordon Logan**, Sport Clips founder and CEO. "My family and I have known and worked with Mark in our chain salon trade association (ISBN) for the past 14 years, which will make this a very smooth transition." Visit sportclips.com.

Fred Collins joins **Schwarzkopf Professional** as the new U.S. vice president of sales. He will develop the **Henkel** sales strategy to increase growth in all distribution channels through promotional support, functional management and leadership of all of the sales activities of the business. He will also develop top-level strategic relationships with key distributors. All sales directors for independent distributors, **Beauty Systems Group** and direct sales, including chains, will report to him. He has 12 years in the beauty industry, including stints at **KAO USA** and **Proctor & Gamble**. Visit schwarzkopf-professionalusa.com.



Fred Collins

Jimmy R. Vianu is the new executive vice president for **Astro Display Company Inc.** in Ontario, CA. "Astro display will offer quality, state of the art equipment and the customer service you were used to prior to the Tee Edge acquisition," he said. "Most of my former crew is back with me, as they were all terminated by Tee Edge over time, and as they say the band is back together. I will be able to offer you more economical pricing and improved quality and lead times." Previously, he worked with the **Tee Edge/Concept Display Company**. Reach Jimmy at 909-937-0911 or jimmy@astrodisplay.com. Visit astrodisplay.com.

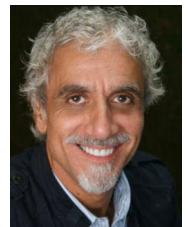
Sam Robinson joins **Allvus, LLC (The Sam Villa Company)** as chief value officer. He will be responsible for guiding the company through its growth in the professional and consumer channels and will oversee the company's finance, operations, marketing and sales departments. Prior to his appointment,

Sam served as a consultant to the Sam Villa Company, during which time he performed a complete business assessment and strategic analysis of the company's brand, products and channels. He has extensive experience in executive level operations management and leadership roles with Sears Roebuck, Mervyns and Greenbacks. Visit samvilla.com.



Sam Robinson

Celebrity stylist **Ric Pipino** is the new vice president of global creative for **Alterna Haircare**. Known for creating sexy long layers and fuss-free style, Ric's clients include **Bridget Monahan, Petra Nemcova, Chelsea Leyland** and **Jane Krakowski**. His work has appeared in **Vogue, Elle, Cosmopolitan, Glamour, Playboy** and **GQ**. Ric co-owns the **Melville Pipino Salon** in the NoLita area of New York City. Under his direction, the salon will serve as a trend lab for Alterna Haircare, where inspiration for products and styles will be born.



Ric Pipino

David Glover, a celebrity and editorial artist, has been tapped as the first artistic ambassador for **Davines**. With more than 20 years of experience working with names like **Elle Macpherson** and **Heidi Klum** on the sets of **Vogue, Harper's Bazaar** and **Marie Claire**, David's experience will provide a new layer to Davines' education. He will serve as an educator, show leader, and asset for interviews on behalf of the brand.

Joseph DiMaggio will function as the brand's Master Session Ambassador, flexing his skills in styling and cutting, while sharing his artistic philosophies with the Davines family. As a seasoned stylist, Joseph is a regular on editorial sets for top fashion and beauty magazines and at New York Fashion Week. He will serve as a stylist educator and media asset for Davines North America.

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The Multicultural Report by Lafayette Jones

JCPenney is ripping up its marketing playbook again, fashioning itself as the department-store destination for Hispanics. It's a critical time for a retailer that's attempting a turn-around following 3 years of management and agency upheaval; repeated shifts in strategy and a decline in sales. In a push for growth, JCPenney isn't just zeroing in on the Hispanic customer—it's identified the demographic as its "North Star." The push debuted with a World Cup campaign that specifically addressed Latinas, without a general-market component—a first for the retailer.

"Our growth depends on catering to the Latina," said **Lyris Leos**, director of multicultural marketing at JCPenney, in *Ad Age*. "We have never overtly stated and assertively made the claim that the Latina is our brand muse." Added **Debra Berman**, senior vice president of marketing, "Because she has a higher taste level and consumes fashion at a faster rate, our Latina woman will make JCPenney better, as we rebuild our brand and the goods we offer. If we do right by her, we will do better with our general-market work, as our Latina customer is increasingly reshaping the general market. Hispanics make up 9% of JCPenney's customer base and account for a double-digit percentage of store sales, in addition to a single-digit percentage of online sales." The segment is expected to be the biggest source of growth for the retailer in 2014.

Earlier in the year, **Revlon's Creme of Nature** launched **Straight from Eden**, a relaxer system that utilizes a straightening cream that is 100% derived from plants to make chemical straightening gentler on hair for better management with less dryness, damage and breakage. Products include Hydrating Shampoo (10 oz./SRP \$8.99), Conditioning Treatment (10 oz./SRP \$8.99), Detangling Leave-In Conditioner (8.45 oz./SRP \$8.99), Repairing Oil (1.8 oz./SRP \$7.99), Relaxer System Hair Type A (SRP \$7.99-\$10.99), Relaxer System Hair Type B (SRP \$7.99-\$10.99). Visit straightfromeden.com.

In addition, the brand has named **Africa Miranda**, singer, model, activist and star of Bravo's docu-drama TV show "The New" Atlanta, as its new brand ambassador. Africa is

already featured as one of the models for Creme of Nature's product line, **Argan Oil from Morocco**. Africa will represent Creme of Nature in various capacities, including special appearances, hosting Twitter chats, and speaking at events and on panels. "I remember my mother using Creme of Nature on my hair as a little girl" said Africa. "This appointment is a dream come true for me. I'm humbled and I am looking forward to making this an amazing year with Creme of Nature."

"From the moment we met Africa, we fell in love with her hair," said **Teneya Gholston**, marketing director for Creme of Nature. "As our working relationship progressed, we also fell in love with her beautiful personality and work ethic. She also aligns well with the direction of our brand, so naming her as the new brand ambassador came naturally."

This summer, Africa has been seen in major cities on outdoor billboards that feature Creme of Nature's new **Argan Oil for Curls**. Later this year, she'll appear in national print ads with top magazines such as *Essence*, *Sophisticate's Black Hair*, *Hype Hair* and *Ebony*. Africa is the creator of "The Hairnista Chronicles" blog and co-creator of the show "LipStick Junkies." She is the founder of **Be a Girlfriend Foundation**, an organization that provides life skills for middle school girls. Africa is also creating buzz with her "Girls with Curls" event, which pops up in U.S. cities to celebrate women and their beauty. Visit cremeofnature.com.

The Paramount Publishing book, **Multicultural Intelligence: Eight Make-or-Break Rules for Marketing to Race, Ethnicity, and Sexual Orientation** by **David Morse**, takes the position that instead of getting pushed to the background, multicultural segmentation needs to become more sophisticated, and take its rightful place—front and center. With decades of experience in multicultural marketing, the author reviews the history of marketing to Black, Hispanic, Asian, and LGBT (mostly lesbian and gay) consumers. He explains how including appropriate cultural cues in advertising can build brand loyalty that will pay huge dividends. He also cautions that missing the mark with advertising that excludes

or is culturally offensive can be a costly mistake. Replete with scores of examples of campaigns that have been extremely effective, as well as those that have sparked outrage and boycotts, this book provides eight basic rules that should guide you through the process of marketing as diversity becomes mainstream.

The author is the president and CEO of **New American Dimensions**, a multicultural market research and consulting firm specializing in analysis and intelligence on the "hyphenated American." The company has pioneered in-depth research techniques that incorporate regional, generational, acculturation and lifestyle factors to identify and articulate the complex consumer landscape to its clients. David also publishes a weblog titled "Morse's Code" on newamericandimensions.com.

Organic Root Stimulator HAIRepair Anti Breakage Crème helps moisturize and condition weak and damaged hair. It's formulated with bamboo extract, shea butter and other ingredients that help reduce breakage and dryness in natural and relaxed hair. With continued use, hair will appear stronger with a healthy-looking shine (5 oz./SRP \$4.99). Visit organicrootstimulator.com.

Pantene Pro-V Relaxed & Natural for Women of Color Shampoo has a moisturizing formula to protect hair from breakage, helping women of color grow longer, healthier looking hair. It gently removes build-up from fragile, chemically relaxed or natural hair without drying (12.6 oz./SRP \$4.71). Visit pantene.com.

Cantu Naturals Twist and Lock Gel locks in moisture for silky smooth twist and locks, and controls frizz with a lightweight, nonflaking formula. Made with 100% shea butter, it makes hair more manageable, leaving it soft and shiny (13 oz./SRP \$6.99) Visit cantubeauty.com.

Lafayette Jones is CEO of SMSi-Urban Call Marketing, a promotion and marketing company, and publisher of Urban Call custom publications. Contact him to share your multicultural news with Beauty Industry Report at 336-759-7477 or president@smsi-net.com and visit smsiurbanmarketing.com.



Cosmoprof North America grows again By Mike Nave

The 2014 edition of **Cosmoprof North America (CPNA)** at the Mandalay Bay Convention Center in Las Vegas set new records, hosting the most international attendees and the largest number of exhibitors yet. What makes CPNA so valuable is that it unites attendees and exhibitors from the Americas and beyond, making it the ultimate platform for networking, product launches, and cultivating new business relationships. Encompassing all sectors of the industry under one venue, CPNA remains the single most important forum for the beauty industry in the United States.

The show is organized by **North American Beauty Events**, a joint venture between **BolognaFiere Group**, an Italian-based organizer of international trade shows such as **Cosmoprof Worldwide Bologna**, and the **Professional Beauty Association**, one of North America's largest trade associations representing all sectors of the professional beauty industry.

"Cosmoprof North America marks a new success and shows another encouraging sign of the growth of the U.S. market," said **Duccio Campagnoli**, president of **BolognaFiere Group** and **SoGeCos**.

Steve Sleeper, PBA's executive director said, "PBA is overwhelmed with the success of this year's show. We strive every year to bring the best in beauty and education to our attendees. This year was no exception. We are excited to continue to cultivate our existing programs and introduce new initiatives for next year's show."

CPNA featured an array of importers, distributors, manufacturers and global beauty leaders all under one roof. This year's event delivered a strong international presence with exhibitors from 40 countries, 10 official Country Pavilions and a contingency of foreign buyers from 25 different countries.

The International Buyer Program served as a liaison between international buyers and

Cosmoprof North America

Attendance: More than 27,040 visitors—an increase of 4%—from 109 countries.

Exhibitor count: 946 from 40 countries, including 354 exhibitors (34% of total).

See you next year: July 12-14, 2015 in Las Vegas.

Special events: The City of Hope Spirit of Life Celebration, PBA Get Together Party, PBA Business Forum, the 25th Annual North American Hairstyling Awards and Beacon for beauty school students.

More info: cosmoprofnorthamerica.com and probeauty.org.

exhibiting companies. The delegation of qualified buyers from abroad met one-on-one with exhibitors with matching profiles. The buyers from countries, including Argentina, Brazil, Canada, India, Mexico and Panama, came to CPNA with the mission of finding new beauty products that they can introduce into their respective markets. There were more than 297 meetings with 165 exhibiting companies over the course of the 3-day event.

The number of international exhibiting companies and countries represented was higher than ever. There were 354 international exhibitors representing a total of 39 countries.



From left: PBA's Scott Buchanan, WWD's Faye Brookman and Creative Age's Deborah Carver (far right) interview keynote speaker Mark Cuban.

There was a large increase of companies from Japan, Poland, Spain and the United Kingdom. Aside from individual international exhibitors, there were 10 Country Pavilions from Brazil, China, Italy, South Korea, Pakistan, Poland, South Africa, Spain, Taiwan and Turkey.

Major retailers attend CPNA

Discover Beauty assists emerging brands in finding the appropriate retail markets, while highlighting new trends. The brands housed in this curated section enjoyed one-on-one meetings with retailers such as **Amazon, Beauty Bar, Beauty Habit, C.O. Bigelow's, Dermstore, Hautelook, HSN, Nordstrom Rack, The Beauty Box, Urban Outfitters** and **Walgreens/Look Boutique**, and others who provided Discover Beauty brands with feedback and connections with key decision-making buyers.

The 2014 Discover Beauty Award winner was **Karora Cosmetics** from Ireland, based on votes by specialty retailers and editors from top beauty sites. Brands were judged on creativity, innovation and market readiness.

Spotlights returned for a third year as part of the Discover Beauty program. This exhibit space offered smaller companies that excel in creativity the opportunity to showcase their products inside a clean, high-end environment. The 20 brands included small artisan labels that are a prime fit for high-end retail stores, boutiques, salons and spas.

Boutique and Beauty Box Partnership

Once again, the Boutique sampling bar invited attendees to select seven deluxe samples from 20 up-and-coming cosmetics, skin care, nails, hair and some classic beauty favorites for a \$10 donation. As a result, the initiative

raised \$13,300 for City of Hope, a leading research, treatment and education center for cancer, diabetes and other life-threatening diseases.

Participating brands included **Be a Bombshell, Color Club Nail Polish, Dr. Lili Fan**

Probiotics, J'Andre Sponges, Johnny B. Hair Care, Karora Cosmetics, Kocostar, Mastey, Mizon, Neuma, Obliphica Professional, OPI Products, Royal Apothic, Rozge, Skin Nutrition, SKIN&CO Roma, Tangle Angel, Teadora and **Sexy Hair**. A limited edition

Cosmoprof Boutique box will be available for sale exclusively on glossybox.com in August to consumers.

Special events encourage networking

More than 850 salon industry executives and supporters attended **City of Hope's National Professional Salon Industry Spirit of Life Award Gala** to honor **Harlan Kirschner**, CEO of **The Kirschner Group, Inc.** The Spirit of Life Award is presented annually to a beauty industry leader who has demonstrated outstanding business and philanthropic achievement.

"Celebrating Cures," the theme for this year's event, celebrated the hope of a cure for cancer and other life-threatening diseases. The evening was a celebration with a joint cocktail reception with the PBA, silent auction, MINI Cooper giveaway and a special performance by Grammy winner Michael Bolton. To date, the campaign has raised more than \$850,000 for City of Hope.

Chris Crellin, Harlan's son-in-law, shared his very personal experience with cancer, having lost his father to cancer when he was a small child and then battling for his own life at age 15, when he was diagnosed with Hodgkin's lymphoma. As an athletic teen and freshman in high school, his diagnosis was devastating news. He is now 15 years cancer free and recently celebrated the birth of his first-born son and Harlan's first grandchild.

"We're thrilled to honor Harlan for his tremendous support of City of Hope and the search for a cure for cancer," said **Kathleen P. Talbot**, director of philanthropy, City of Hope. "Through Harlan and the beauty industry's commitment and generosity, we are able to increase the chances of more efficient, targeted treatments for patients suffering from cancer. His leadership brings greater hope, faith and possibilities to researchers, physicians and patients at City of Hope."

Teresa Lane of **HairUWear** and also a two-time cancer survivor won a 2014 MINI Cooper, which was donated by **Eddie Jhin** and **Jinny Corp.** **Miss USA Nia Sanchez** helped present the new car. Michael Bolton concluded the night with a medley of his greatest hits.

The remodel of the **Positive Image Center at City of Hope** was unveiled at the event. The Positive Image Center is a special space on



campus that focuses on the emotional and physical well-being of patients struggling with the appearance-related side effects of surgery and cancer treatment. There, they can receive professional beauty services from licensed cosmetologists.

Belvedere has donated its time and product to redesign the Positive Image Center into a thing of beauty. Jonathan Pugh senior vice president at Belvedere, worked with the City of Hope team to design a space that is both functional and a place of tranquility for the patients.

Companies that donated to the Positive Image Center included **American International Beauty, ColorProof Evolved Color Care, Revitalash, Redken, The Kirschner Group, Jinny Beauty, Creative Age Publications, Modern Salon, Graham Family Foundation, Helen of Troy, JCPenney Salons, Joico/Zotos, KAO USA, Matrix, Paul Mitchell Systems, Professional Beauty Association, Revlon Professional Brands, SalonCentric** and **Wella.**

Steve Goddard, president of **Pravana**, will be City of Hope's 2015 Spirit of Life Award honoree.

Before the show floor opened Sunday morning, PBA welcomed **Mark Cuban** as the keynote speaker for the PBA Business Forum. As a famed business man, TV personality and the owner of the Dallas Mavericks, Mark shared his secrets to being a successful entrepreneur

"The key to being a successful entrepreneur

Top left: Nia Sanchez, Miss USA, displays the MINI Cooper donated by Jinny Beauty. Top center: Jeffrey Kirschner and Bethany Kirschner Crellin present their dad, Harlan Kirschner, with his Spirit of Life Award. Top right: Spilo's Mark Spilo, Donna Forman, BIR's Susan Silo Nave, Christina Conkle and BIR's Mike Nave. Immediately above: City of Hope's National Professional Salon Industry Council, from left, PBA's Eric Horn, Ulta's Sandy Ovington, ColorProof's Cheryl Markham, Harlan Kirschner, ColorProof's Jim Markham, Joico's Sara Jones, The Kirschner Group's Paula Malloy, Luxury Brand Partners' Reuben Carranza, Drybar's John Heffner, Redken's Ann Mincey Jetton, Aloxxi's George Schaeffer (not in photo Creative Age's Deborah Carver, Jinny Corp's Eddie Jhin, L'Oréal's Pat Parenty and Matrix's Paul Schraldi).

isn't about ideas and passion," explained Mark, who had three of his **"Shark Tank"** companies on the show floor—**Hot Tots, Simply Sugars** and **KissTixx**. "The first key is effort. What are you working on and where do you spend your time? Next is preparation. Finally, you need to understand all of the elements of your industry. Who is out there trying to out do you or put you out of business every day?" Regardless of what else happens, "Sales cures all," he added.

His address was followed by a Q&A moderated by **Faye Brookman** from **WWD**; **Deborah Carver**, CEO of **Creative Age Publications**; and **Steve Buchanan**, chair of PBA's Board of Directors.

PBA's Beacon program accepted 100 student winners and invited 200 additional student honorable mentions to be part of its career-changing event. Beacon takes students behind the business side of the industry and provides valuable insight on marketing, business operations, networking and leadership training. Beacon assists students to recognize that they are not just choosing a job, but a lifetime profession.

Cosmoprof report Part 1...cont. from page 7

Awards and parties

Sally Beauty Supply LLC honored **Zotos Professional, Sundial Brands, Sprayco** and **Fisk Industries** as “Partners in Progress.”

“We are pleased to honor our outstanding supplier partners,” said **Gary Winterhalter**, chairman and CEO of **Sally Beauty Holdings**. “These companies have the same dedication to quality and customer service that is the hallmark of Sally Beauty’s success.”

The suppliers were selected for their success in helping increase sales and maintaining superior inventory management. Most importantly, the companies support innovation with new products and creative marketing programs.

Since 1929, **Zotos Professional** has been

creating real solutions with remarkable results for both the beauty professional and consumer. The Zotos Professional brand is driven by some of the most visionary scientists and professionals in the industry, but they never forget about their customer, the stylist and their clients. Their focus remains on the goal of using science to make beauty transformations possible every day.

Founded in 1992, **Sundial Brands**, makers of the **Nubian Heritage** and **Shea Moisture** brands, is committed to making the highest quality products with natural, certified organic and ethically sourced



from left: Gary Winterhalter, Sally Beauty Holdings; Linda Voracek, Sally Beauty; Richelieu Dennis, Shea Moisture; Karonda Cook, Sally Beauty

ingredients. Its award-winning collections are eco-friendly and cruelty-free. The company supports local communities by sourcing shea butter from cooperatives in Northern Ghana.

Additionally, through its Community Commerce program, Sundial Brands provides equipment and facilities refurbishment for the cooperatives.

Sprayco has partnered with Sally Beauty Supply since 2006. Established in 1982, Sprayco, a division of **M. Jacob & Sons**, is the leading U.S. manufacturer of spray bottles, applicator bottles, personal and beauty plastics. Spray bottles are assembled by physically- and mentally-challenged Americans.

Fisk Industries is a family-owned business that provides cosmetic solutions for specific hair, skin and nail problems. Fisk Industries and Sally have partnered for more than 35 years. Visit sallybeauty.com.



from left: Gary Winterhalter, Sally Beauty Holdings; Linda Voracek, Sally Beauty; Stephen Adler, Fisk Industries; Ira Adler, Fisk Industries.

Office of the Year by **Zotos International**. CFN sales rep **Cosmo DeSteno** earned Rep of the Year from **Graham Professional Beauty Products** and Gary also earned Rep of the Year from **Zotos International**.

VNC Sales & Marketing’s (VNC) Lorrie Rubin, commission manager, reported that three of VNC’s territories made their **Andis** sales quotas. The Midwest territory also achieved its sale quota from **Graham Professional Beauty Products** and **Zotos**



from left: David Lubin, Sprayco; Gary Winterhalter, Sally Beauty Holdings; Linda Voracek, Sally Beauty; Eric Seidel, Sprayco.

International. VNC’s SW manager **Steve Simon** earned 3rd place in **Bain de Terre’s** Rep of the Year contest. Steve was also honored for 20 years with the company. To show their appreciation, principals **Kevin Van Nest** and **Charlie Coleman** presented Steve and his wife **Bonnie** with an Alaskan cruise.

Prior to CPNA, **The Kirschner Group, Inc.** conducted 3 days of meetings, during which **Oster** awarded **Stephanie Taricco, Vinnie Curcio** and **Todd Smith** with the Tenacity and Perseverance award, and named **Kevin Osterloh** Rep of The Year.

The Kirschner Group honored **Andrea Serri** as its International Sales Executive of the Year for 2013. Andrea is a member of The Kirschner Group’s Eastern European Team. At CPNA, he received the



VNC’s **Charlie Coleman** (left) and the **Kevin Van Nest** (right) congratulate **Steve Simon** on 20 years of service.

coveted A World of Difference Award. **Paolo Rezzara**, vice president of The Kirschner Group International said, “Andrea’s positive attitude and tireless work ethic led him to be chosen for this prestigious award. Congratulations to Andrea for his accomplishments and dedication!”

Denman Inc. honored **Spilo** with its Rep Group Award for “Outstanding Growth in Sales in 2013.” CEO **Marc Spilo** said, “I am thrilled to thank Denman Inc. on behalf of the entire **Marc Spilo Sales Team**.”



Denman’s **John Rainey** (left) thanks **Spilo’s Marc Spilo** for the rep firm’s service.

After acquiring **Sexy Hair, Alterna** and **Kenra Professional** from **TSG Consumer**

Partners earlier this year, **Henkel**, also the parent company of **Schwarzkopf**, hosted a cocktail party. **Stefan Mund**, head of **Henkel Beauty Care Hair Professional North America**, and **Stefan Sudhoff**, head of **Henkel Beauty Care Hair Professional Global**,



Andrea Serri captured honors as The Kirchner Group's International Rep of the Year.

introduced themselves to 150 beauty industry peers, distributors and media.

ColorProof Evolved Color Care's

founder/CEO **Jim Markham** and his wife **Cheryl** hosted the company's annual cocktail party for more than 150 guests, including key distributors, salons, press, industry friends and

colleagues, plus 18 potential international distributors.

Jim shared that ColorProof has experienced record sales growth in the past 2½ years since launching and is outpacing PureOlogy sales for the same period. Jim and vice president of sales, **David Genes**, recognized outstanding achievements of ColorProof's distributors by awarding the top five distributors for sales year-to-date and the top five fastest growing distributors year-to-date vs. the same period a year ago. Winners for highest year-to-date



BIR's Mike Nave (center) joined Cheryl and Jim Markham at the ColorProof celebration.

dollar sales (in no particular order) included **Salon Service Group, Peerless Beauty & Barber Supply, Twin State Salon Supply, TruBeauty Concepts** and **European Image Salon Suppliers**. Winners in the largest percentage increases in year-to-date dollar sales vs. same period 1 year ago (in no particular order) included **Unique Salon Concepts, European Image Salon Suppliers, R. Stafford Co., A&A Beauty Supply** and **Premier Beauty Supply**.

BIR checked in with **Eric Horn**, PBA's executive director/business development, for his take on this year's CPNA. He said, "The 2014 PBA Beauty Week marked another successful year for attendees and exhibitors alike. More than 27,000 beauty professionals attended our special events and walked the Cosmoprof North America show floor, exploring everything that the new and returning brands had to showcase. Our educational, networking and social

The 25th North American Hairstyling Awards

The North American Hairstyling Awards

celebrated their 25th Anniversary during PBA Beauty Week. **Alain Pereque** from **Saco Salon Drummond** in Montreal,



North American Hairstylist of the year Alain Pereque (left) with two looks from his winning collection.



captured NAHA's top honor, Hairstylist of the Year. He the won Contemporary Classic category in 2010 and was the Master Hairstylist of the Year in 2008.

Other honorees and their respective categories included **Anna Pacitto, Salon Pure**, Montreal, Master Hairstylist of the Year; **Jake Thompson, Lunatic Fringe**, Salt Lake City, Avant Garde; **Sonna Brado, Jaazz Salons, Inc.**, Spokane, WA, Contemporary Classic; and **Chris Rushton, Logan 14 Salon & Spa**, Washington, DC, Newcomer Stylist of the Year.

Also taking home top honors were **Geneva Cowen, Sam Villa**, Anchorage, Editorial Stylist of the Year; **Paul Pereira, Solo Base**, Toronto, Men's Hairstylist of the Year; **Nicole Gary, San Bernardino Beauty College**, San Bernardino, CA, Student Hairstylist of the Year; and **Heath Bryant-Huppert, HAUS Salon**, Minneapolis, Make-Up Artist of the Year.

Chrystofer Benson, South Weber, UT, was a double winner for the evening in the People's Choice and Haircolor categories.

Dilek Onur-Taylor, jcp salons, Dallas, won the Texture category.

NAHA also includes business awards. **Van Michael Salons** in Atlanta were named Salon Team of the Year. **Zoltos Salon and Spa** in Scottsdale won for Salon

Design. Finally, **Blo** from Raleigh, NC, captured Salon MBA honors.

NAHA presented **Dwight Miller**, acclaimed World Master

Hair Designer, educator, artistic director and salon owner, with the 2014 NAHA Lifetime Achievement Award. For 50 years, Dwight has influenced hair fashion and technique and continues to be an incredible inspiration.

"I am honored to be the Lifetime Achievement Honoree, especially because it isn't given every year," said Dwight. "I'm cutting hair in my **Salon Santa Fe** and loving it."



Dwight Miller, 2014 NAHA Lifetime Achievement Award winner

J Beverly Hills supported the event by giving away a **J Beverly Hill Signature Design FIAT 500**. **Juan Juan**, CEO and president, and **Paul Austin**, vice president of sales and marketing, presented the FIAT to **Julia Labaton**. Said Paul, "J Beverly Hills was pleased to offer the prize as a valuable means through which the PBA could raise funds to support its charities and aid in its efforts to support independent salons."

PBA has compiled a collection of NAHA images from the past 25 years. It can be purchased for \$7.99 (digital) and \$39.99 (print copy). Visit probeauty.org/naha.

initiatives, as well as our collaboration with Cosmoprof North America, are the reasons why this is the biggest and most successful beauty event in North America. We are looking forward to a bigger, better show next year."

Cosmoprof North America 2015 will take place July 12-14 at the Mandalay Bay Convention Center in Las Vegas. For more information on

exhibiting or attending, visit cosmoprofnorthamerica.com.

In our September issue, **BIR** will take you to the show floor, with in-depth reporting on the new companies, brands and products. How many of the hundreds of new business opportunities will you take advantage of for fourth quarter and 2015?

Las Vegas shows sizzle By Mike Nave

The 2014 **International Beauty Show Las Vegas (IBSLV)** and companion **International Esthetics, Cosmetics & Spa Conference The Spa and Wellness Show (IECSC Las Vegas)** attracted large crowds and hundreds of exhibitors at the south hall at the Las Vegas Convention Center. After three years at this location, the show duo, produced by **Questex**, will be moving back to the North Hall and Central Halls. What is unfortunate is that in the past, the hotel next to the North Hall was the Las Vegas Hilton—certainly not a high-end facility—but it has been taken over by the Las Vegas Hilton, which stands for “Lousy Version Hilton,” a truly despicable hotel. (BIR tip: If you plan to attend next year’s IBSLV/IECSC, make your reservations at the Marriott Renaissance Hotel. It is definitely the better choice.

This year, **BIR** stayed at Aria, a first-class hotel that operates with a very accomplished staff and top notch amenities. It was also the location of **NovaLash’s** 10th anniversary party with its “Debutants and Divas” theme. (See sidebar on page 13.)

The 3-day IBSLV featured nine Main Stage guest artists with master of ceremonies **Gordon Miller**. The line up included **Martin Parsons**, who presented “Evening Glamour;” **James Harris** and **Dwight Eubanks**, who showed multicultural “Haute Couture to Avant Garde;” “Carnival” by **Lisa Yamasaki** from **J’s Hair Studio & Academy**; **Nick Arrojo’s** Trend Forecast; **Kelly Cardenas’** “Dared to be Inspired” extravaganza; **Clark Russell’s** “Battling the Creative;” **Ryan and Deanna Teal’s** collection of high fashion looks from the runway; and **DJ Muldoon & Team Factory’s** “Knowledge Destroys Fear.”

Gordon told me, “The IBS Las Vegas Main Stage lineup was a perfect mix of big names, up-and-coming rock stars and artistry. This year’s cast would be a home run on any major show center stage—as it was for three days in Vegas.”

IBSLV presented more than 100 educational opportunities to help salon professionals take

Questex Show Duo

Attendance: IBSLV—19,815, IECSC—21,119.

Exhibitor count: IBSLV—435, IECSC—800.

Trends: **IBS LV:** Hair extensions with major brands exhibiting, including **DreamCatchers, Hot Heads, HairDreams** and **Halo Couture**; lashes, including false lashes, plus products for growing and enhancing from **Novalash, Ardell, Revitalash** and **Younique**; nail care with gel nails especially strong and major brands including **Gelish, Young Nails, Le Chat, Alessandro International, OPI, Simply Organic So Gel, La Palm—Gel II** and **China Glaze**. **NEESA** is the new trade association for eyelash extensionists and the show hosted **Lash Wars** for the first time. At IECSC, spa trends included eyelash/brow enhancers, sun protection, natural/organic products, hair removal, tanning systems/products and anti-aging rejuvenating devices, treatments and serums.

See you next year: June 20-22, 2015. IECSC Las Vegas will be staged in the Central halls. IBS Las Vegas will take place in the North halls.

More info: Visit ibslasvegas.com and iecsc.com/las-vegas.

their skills and careers to a new level. Topics included Hair Techniques & Trends, Barber Focus, The Business of Beauty, The Art of Nails and Makeup Artistry & Income. In addition, there were 16 hands-on workshops and three master classes.

Gordon Miller was also a presenter, as show management brought him back to update his 2013 sell-out 3-hour workshop, “Social Beauty: Using Social Media to Drive Success.” Gordon shared, “With the workshop limited to 20 participants, I was able to provide information and techniques

to help salon and spa pros make the most out of the quickly evolving social media landscape.” The content included using the right social platforms to build stronger client relationships, referrals, traffic and sales; planning for success, measuring progress and adjusting social tactics as you go; and online role models, content curation and best practice resources.

Gordon added, “There have been a lot of changes in shows over the years, but one of the most noticeable is the prevalence of smartphones and tablets being used by attendees and exhibitors to share and post pics, reviews, commentary and more before, during and after the show. The bottom line: What happened in Vegas at IBS, ended up all over Facebook, Instagram and Hairbrained.” Reach Gordon, president of **Beauty in Black & White**, at 773-405-7080 or gordnm@yahoo.com.

Marco Pelusi, a hair colorist, platform artist, educator and owner of **Marco Pelusi Hair Studio** in West Hollywood, CA, presented Marco’s Signature Blonde Highlighting Techniques. Marco told **BIR**, “My workshop focused on achieving natural-looking results while taking care of the hair. My bricklay technique involves applying the blonde hair color in a way that never allows for any line of demarcation; you can’t tell where the highlight begins or ends. I love this technique because it works on just about every client who wants blonde highlights. The result is more satisfied clients, and less work in the long run. I’m blessed to have had a full master class.” Reach Marco at marcopelusi@aol.com. Visit marcopelusi.com.

Julie Piantadosi, CEO of **Total Salon and Spa Solutions**, traveled from Australia to provide her hands-on workshop, “Motivate Me—Black Belt Leadership.” She shared, “Leadership is the answer in business and leadership is the problem. If your salon has stopped growing, it’s



Hot Heads was just one of the companies representing the hot hair extension category.



On the Main Stage, Kelly Cardenas dares attendees to be inspired. Photos this page by Big Tom Photography. Image courtesy of IBS Las Vegas.



Team J.A.B. from Peoria, AZ, was named Battle of the Strands Las Vegas Qualifier Winners.



Bellus Academy from San Diego won the Student category in Battle of the Strands.

probably because you've stopped growing." She added, "Leadership is not a title. Nor is it something you're born with. Leadership is a posture. The true meaning of leadership is having the ability to influence people in a positive way. Everybody has the ability to be a leader.

"Leadership starts with the right mindset—a mind willing to grow and be flexible and a mindset focused on influencing people to be the very best they can be." Reach Julie at julie@totalsalonsolutions.com.

Also staged was the **Battle of the Strands**, a competition hosted by **Amy Michleb**, national director, hair, at **Elizabeth Arden Red Door Spa**. She reported, "The experience and excitement that you feel behind the scenes and being with the contestants through their journeys in the competition is so rewarding! They have to prepare for weeks, even months, for a battle like this and to be able to have a chance to beat their fellow competitors. Being in front of the crowd at IBSLV makes the stakes even higher for them and even for me!"

Mina Lu, Battle of the Strands executive committee chairman, reported, "This was, by far,

the most well-attended Qualifier Round for this season's of Battle of the Strands with an estimated 800 people in attendance. The crowd included beauty masters, salon owners, students, stylists and brand executives, including a Discovery Network's representative who was delighted with our show."

Mina added, "We are extremely excited about our partnership with the International Beauty Shows, as the Battle continues to grow every year with its mission of showcasing to the world the extreme talent and artistry of stylists as the Picassos of the Beauty world." Reach Mina at 702-750-2410 or mina@battleofthestrands.com. Visit battleofthestrands.com.

The nail competitions, sponsored by **Nailpro Magazine**, had 165 entries. **Jewell Cunningham**, worldwide director, **Nailpro Competitions**, said, "At IBSLV, we held our final competition of our 2014 competition year. We ran 12 competitions and concluded our season with crowning **Marina Lopresto**, sponsored by **Alessandro International**, as the Nailpro Cup champion, and **Team Nubar** as our team champions. Competitors represented the United States, Ukraine, Malaysia, Russia, Thailand and France and more countries. Thank you to all our competitors, sponsors, judges and **Deborah Carver**, CEO of **Creative Age Publications**, for making our competitions possible." Reach Jewell at jcunningham@creativeage.com. Visit creativeage.com.



Amber Arrington, NEESA president, and Tialutrell McCormick, vice president, at Lash Wars.

The lash product category, including false eyelash strips, individual lash extensions and growth products, is hot. At IBSLV, it received major exposure from the first **Lash Wars** competition plus the debut of **National Eyelash Education & Safety Association (NEESA)**, which exhibited and sponsored Lash Wars.

The eyelash extension industry has grown in popularity and demand but is regulated differently or not at all, depending on the state. NEESA establishes and maintains high standards for the industry. This non-profit trade association also provides the industry's first standardized 3-phase testing program, the LXP exam.

Tialutrell McCormick, NEESA vice president, told **BIR**, "NEESA's commitment is to our members' continued education as eyelash extension professionals. NEESA is proud to lead the way, as our members collectively champion our common goals for regulation, growth and positive change. Lash Wars is the first competition of its kind in the United States and has set the stage for eyelash extension professionals to compete, network and learn from some of the greatest lash artists, trainers, suppliers and manufacturers in our industry."

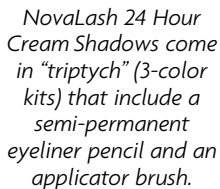
She added, "This year, more than 30 contestants from all over the world showed their skills and talents, as they competed in Lash Wars for top honors in the Classic, Volume and Fantasy categories. We want the world to know that our members don't just 'do lashes,' but are truly eyelash extensions professionals." Reach Tialutrell at 888-313-6742 or tm@eyetactics.com. Visit neesa.org.

100s of products debut on IBS show floor
On the floor, companies with the largest exhibits included **Conair (Rusk, ConairPro, BaBylissPro)**, **Brazilian Blowout, Iso Beauty** and **Amika**, followed by **Enzo Milano, Andis** and **Parlux/Turbo Power**. More than 20 exhibitors of hair extensions, led by **DreamCatchers, Hair Dreams, Hot Heads, Donna Bella** and **Crisace Hair Extensions**, reflect the category's strength with its growth showing no signs of slowing.

Dominating the nail care section were **CND, OPI, Young Nails** and **Nail Harmony (Artistic, Gelish and Morgan Taylor)**. Other large nail care exhibitors included **Lechat, Kupa, Gel II/La Palm Spa Products** and **Light Elegance Nail Products**.

Las Vegas Shows cont. from page 11

The floor featured numerous companies offering products for lashes. **NovaLash** launched **24 Hour Cream Shadows**. NovaLash buyer/consultant, **Sherry Thommasouk**, shared, "These semi-permanent cream shadows are designed as extended-wear cosmetics to eliminate the need for retouching throughout the day. NovaLash Cream Shadows and Liners are easy to apply and easy to



remove. Once applied and set, the cream feels dry to the touch but continues to moisturize the delicate skin around the eyes."

The company offers five kits, each containing three individual shadows, a long-lasting **JETliner**, and an applicator, plus instructions on how to create different looks (SRP \$54.00). Reach Sherry at sherry@novalash.com. Visit novalash.com.

Lash Factor launched **100% Real Mink Lashes**. I met co-owners **Melina Sheran** and **Liliana Flores**. Melina showed me **Lash Factor False Lash Strips** and pointed out they can be used about 25 times, noting that with the multiple uses, it's a money saver. The soft, light strips are handmade and come in four styles from everyday wear to dramatic night-out looks (SRP \$45.00 to \$60.00). Reach Melina at lashfactorinc@gmail.com. Visit lashfactorinc.com.

Lovacado is a new entry in the oil-based beauty product category, and **Claudia Murillo**,



Lovacado skin and hair serums contain two ingredients—extra virgin avocado oil and essential oil.

founder/CEO, used IBSLV to launch the Toronto-based company's extra virgin avocado oil with a hint of essential oil for skin and hair care.

Lovacado cold-pressed extra virgin avocado oil is a pure form of avocado oil. This natural moisturizer is rich in antioxidants, vitamins A, B1, B2, B5, D, and E with a high content of lecithin and fatty acids, which boast healing and regenerating qualities. It's available in four scents—lavender, lemon, natural avocado and sweet orange (80 ml/SRP \$19.99). For hair, use it as a pre-shampoo treatment, a leave-in conditioner and a finishing oil. For skin, you can add a few drops to your body lotion, apply all over, add to bathwater and massage into hands and feet to soften skin. Reach Claudia at 647-261-4624 or claudia@lovacado.com. Visit lovacado.com.

At **Virgin Hair Products**, I met **Steve Bernard**, president, who told me that he and his wife, Diana launched their hair care line in 2009. As an experienced stylist who specializes in hair color, Diana's goal was to create a set of hair care products that repair heat damaged and chemically damaged hair. The ultimate goal is to return hair to its virgin hair feel.

Steve said, "We strongly believe



Hair colorist Diana Bernard created Virgin Hair Products to repair heat damaged and chemically damaged hair.

that products at the high end of the spectrum, like Virgin Hair Products, belong in salons where hair care professionals can help consumers choose products that are a match for their hair and life style."

At the show, Virgin Hair Products launched a styling product called **Boost! Volume & Texture Spray**. The quick-dry blast of volume and texture is nearly colorless and will not show on hair, clothes or a pillowcase. The sweat resistant product also acts as a dry shampoo by soaking up oil on the scalp (5.5 oz./SRP \$18.00).

Boost! is the third product released by Virgin Hair Products in as many months, and with three more launching over the next three months, the company will have 20 products. Reach Steve at steve@virginhairproducts.com. Visit virginhairproducts.com.



Liquid Razor helps create a precise hairline.

At **Black Solutions**, **Danielle Reed**, a sales rep for the company, showed me the brand's newest product, **Liquid Razor**. Liquid Razor reinforces the hairline using a liquid solution that raises the tiny hairs (normally not visible) to help create a sharp, crisp and precise edge (or hairline), without the use of a straight razor (2 oz./SRP \$10.50).

The line's best-seller is **Skin Smooth** for ingrown hair. When used after shaving, a keratin protein attaches to the hair and softens the follicle. Once the hair grows and curls, it does not have the power to penetrate into the skin and create the ingrown hair (4 oz./SRP \$15.00). Other products in the line include **So Fresh So Clean**

Waterless Shampoo 3.5 oz./SRP \$12.50), **Fade2Black Natural Black Color Spray** (4 oz./SRP \$13.00) and **Climate Control Anti-Humidity Spray** (2.5 oz./SRP \$10.50). Reach Danielle at 404-909-0100 or visit blacksolutions.com.

Elegance USA, a division of Lebanese based **SadaPack Cosmetics**, which has been

manufacturing a wide range of hair and body care products for more than 20 years, introduced **Elegance Ultra Triple Action**, an ultra strong hold hair gel (8.8 oz./SRP \$9.99, 17.6 oz./SRP \$14.99); **Elegance Extra Strong Protection**, a maximum control gel, (8.8 oz./SRP \$9.99, 17.6 oz./SRP \$14.99); **Elegance Plus Gel + Color**, an instant touchup for gray or white hairs (3.5 oz./SRP \$19.99) and **Elegance Plus Shaving Gel** for beards, bald shaves and graphic designs (17.6 oz./SRP \$19.99).

Jay Nouri, CEO, told **BIR**, "We have been building brand awareness with a full salon exclusive program for more than a year now in the United States. We have been focusing on barbershops and salons in the Midwest, South and East Regions. We were exhibiting at IBSLV to bring the brand awareness to barbershops and salons in the West region."



Elegance Plus Shaving Gel is designed for beards, bald shaves and graphic designs.

He added, "Our barbers performed live haircuts throughout the show. Many of them were unaware of the current trends in the male industry, and we were happy to capitalize on the education we were able to offer. We learned that there is a huge demand for live education." Reach Jay at 855-899-8499 or info@elegancegel.com. Visit elegancegel.com.

I met **Tara Mosley**, the owner and inventor of **Pintwist** and **Koomy**, two new patented methods for putting long, heavy hair or even wigs up. Her company has the cool

name **LOL-OMG-LLC**. Tara was recently awarded double patents on both products after two years of product development.

Koomy is a 36-inch long wired, padded and velvet **Cat Tail**. The velvet grabs hair strand by strand without pulling and snagging, while the wire holds tight, and the padding adds volume to beautiful buns. The bun is expandable and shapeable. If you don't want a donut, you can have a croissant. Sleeping in a Koomy makes volume and waves (SRP \$15.95). Coming soon is **Kitten Tails**, a 15-inch version.

Pintwist is a back pin that holds upside down, sideways and top to bottom. Anything you can twist, you can pin with Pintwist. The 4-inch high carbon steel pin is curved to fit the head. A smaller version featuring Three French Pins will be out for Christmas. This size will help fine hair and provide 10-second updos ad French twists (SRP \$9.95). Reach Tara at 404-234-3160 or tara@lol-omg-llc.com. Visit omg-llc.com for videos and tutorials.

French Tip Dip is a patented new tool and system designed to lay down a French Manicure in seconds. Owner **Ann Baxter** told **BIR**, "You simply dip the tool into the nail polish, wipe the backside and free edge to

Happy 10th Anniversary to NovaLash

During the IBSLV weekend, **BIR** joined **Sophy Merszei**, CEO and founder of **NovaLash Inc.**, at a gala to celebrate the company's first 10 years in business. Held at the Aria Resort & Casino amidst much pomp and splendor, the event was a Southern charm themed



Sophy Merszei welcomes BIR's Mike Nave and Susan Silo.

cotillion costume ball. Men wore tuxedos with a white or black tie and the ladies came elegantly dressed in their debutante or diva



Sophy Merszei (right) celebrates with chief operating officer Beth Fetzer.

costume gowns. The almost 100 guests included the NovaLash domestic and international distributors from Sweden, Norway, Japan, Singapore and Canada. CEO Sophy Merszei also presented awards, with each winner

receiving a sash and tiara to complement the theme. Winners included **Sophia Navarro**, NovaLash celebrity lash guru, for Cotillion Queen and Lifetime Achievement Award, and **Beth Fetzer**, chief operating officer, Ms. Novalash, for outstanding leadership and



Sophy Merszei (center) welcomed NovaLash's Japanese distributors. The company's products are available in more than 40 countries.

Employee of the Decade.

In addition, **Joanne Douglass** was honored as Top Distributor. She distributes the line in Illinois, Indiana, Kansas, Minnesota, Missouri, Ohio, Oklahoma and Tennessee. **Michelle Mirizio** was named Trainer of the Year and **Susan Richey**, the company's financial

controller, was honored as Employee of the Year. **Shannon Sturdivant** took home the title of Lash Artist of the Year—2012, with **Karlene Smith** from **3Sixty Day Spa** in Ferndale, WA, capturing the same honors for 2014. The Fan's Choice 2014 winner was lash artist **Bianca Martinez**, while **Sonata Abbott**

was named Miss Summer of Love 1967. Finally **Julia Trigilia**, the company's first employee and trainer, was named NovaLash Queen.

Lauren Wade, a NovaLash trainer and distributor, took home the title of NovaLash Diva for the evening's best costume award, and **Christina Fjeldberg Elshaug** was name NovaLash Debutante, also a costume award.



Sophy Merszei (right) honored Sophia Navarro, NovaLash advanced trainer and celebrity lash artist, with the Lifetime Achievement and Cotillion Queen awards.

Attendees took home gift bags featuring a sample of the company's new **24 Hour Cream Eye Shadow**.

Sophy told attendees, "Before I started NovaLash, the focus was only on hair, skin and nails. Ten years later, when I walk down the aisles of a beauty trade show and see all the booths dedicated to different lash products, I feel like I made a difference in the history of fashion and beauty."

Celebrating the first decade of lash innovation this year, NovaLash continues to enhance the global eyelash extension industry through substantial R&D, improved regulations, education and creative artistry. The company provides a physician-developed training program using long lasting, medical-grade adhesives, earning its reputation as a healthy professional lash extension system. For more information about the company and the hot lash extension category, visit novalash.com.

Las Vegas Shows cont. from page 13

remove excess (as you would any nail polish brush) and lightly touch your fingertips for an instant French Manicure.”

The product line up includes **French Tip Dip Essentials** (up to 20 applications/SRP \$19.99), **French Tip Dip Signature Deluxe** (up to 52 applications/SRP \$24.99), **French Tip Dip Refill (SRP \$9.99)** and **French Tip Dip Original Bubblegum Scented Moisturizing Remover** (SRP \$3.99).

Ann added, “The tool is one size fits most. It’s flexible, so it can be manipulated prior to each use to fit the curvature of the nail bed. The edges can also be trimmed for a precise fit, if needed. It is reusable and should last forever. All you need is the nail polish refill when you run out or you can use your own. It’s patented in the United States, United Kingdom and Canada, with an international patent pending.”

Added Ann, “As far as trends I spotted, stiletto nails are making a huge impact in nail art—the longer the better. I still saw a lot of French-style manicures, whether it be traditional, colored or glittered tips. It amazes me how it never goes out of style. I also learned how big gels really are nowadays. If it wasn’t a natural nail, it was a gel. Period. I will definitely be doing a little more marketing of French Tip Dip toward the gel user, as it can be used with any polish or formula.” Reach Ann at 816-506-9857 or ibi@frenchtipdip.com. Visit frenchtipdip.com.



The Comfort Sit lets beauty pros sit comfortably to perform services.

One of the most impressive items was not impressive looking at all. It was a chair called a **Comfort Sit**, from **BQ Ergonomics LLC**, a company with headquarters in the Netherlands.

The beauty was in the design, which helps provide comfort to beauty professionals who sit for a long time doing nails, eyes or another beauty application and complain about back pain.

Steven Haaksma, CEO, and **Brady Miers**, a sales and marketing executive for BQE, USA headquartered at the company subsidiary in Colorado, showed me the features and explained the benefits of the chair.

The chair is completely adjustable (seat

height, backrest, back tension). Its triangle shaped seat prevents cut off of blood circulation. The back tension lever has two positions to either keep the backrest locked or have the backrest move with the person. The convex design of the backrest fits right into the lower area of the spine, thus preventing slouching—a major cause of back pain.

Steve shared, “We saw the need for a good ergonomic chair in the beauty industry that helps the professional work in a healthier way and also would be affordably priced.” The chairs are custom made in Colorado (\$295.00).

BQE has manufactured ergonomic stools and chairs for 25 years. The company exports to 40 countries and has been in the United States since 2008. Its goal is to contribute to a better quality of life by providing a long-lasting solution for back and neck problems. Reach Steve at 877-938-9034 or shaaksma@bqergonomics.com. You can also check out the chair on YouTube: [BQErgonomics](https://www.youtube.com/watch?v=BQErgonomics) and [facebook.com/bqergonomicsllc](https://www.facebook.com/bqergonomicsllc).

Jamie Toulis introduced **HairVac**, an industrial grade salon vacuum for hair. Jamie said, “We designed the vacuum in Australia almost 10 years ago. The current model is the result of the knowledge, experience and feedback from our clients. We moved our manufacturing to the United States last year, so we are ready to serve hair salons and barbers.”

Designed with heavy duty cleaning in mind, the HairVac HV101 Hair Vacuum provides powerful suction, so there are never any blockages. It’s whisper quiet and fast and easy to use. Simply Step on the foot-switch to activate the motor and sweep directly into the opening (salon cost \$299.00 with 10 free bags). Replacement bags cost \$1.95 each. Each bag can accommodate approximately 250 haircuts. Reach Jamie at 800-546-3729 or sales@hairvac.com.au. Visit hairvac.com.au.



Lisa Yamasaki and Team Japan presented Mirage of Carnival on the Main Stage. Photo by Big Tom Photography. Image courtesy of IBS Las Vegas.

IECSC Las Vegas

The **International Esthetics, Cosmetics & Spa Conference The Spa and Wellness Show (IECSC Las Vegas)** featured 800 exhibitors, making it the largest U.S. professional skin and spa care trade show. **Conair Corporation’s Satin Smooth** had the largest show floor footprint, followed by **Repêchage**, **Jane Iredale Cosmetics** and **Classic Spa Collection’s** equipment and furniture, as well as **GI Minerals, Hydra Facial/Edge System** and **Youngblood Cosmetics**.

The **Whole Wellness Pavilion** showcased the newest natural, organic and healthy lifestyle products from 25 exhibitors, including **Buff Her House of Exfoliation**, **Me! Bath**, **Turo Skin For Men** and more. In addition, the **Medi Spa Pavilion** housed 75 exhibitors, including **Audrey Morris Skin Care & Cosmetics**, **Belava** and **Amber Products**.

Education opportunities, led by **CIDESCO USA**, which represents the U.S. National Section of CIDESCO—the international beauty therapy association representing the highest standards of esthetics in more than 30 countries—covered all aspects of esthetics, makeup and spa, from techniques to product knowledge. More than 154 education opportunities were included in the admission ticket with 12 Advanced Workshops, 13 Medical Spa Education programs and one advanced business seminar available for additional fees.



The HairVac sweeps up hair in salons automatically.

EstheticsAmerica featured **Lydia Sarfati**, chairman of CIDESCO Section USA, and CEO/founder of **Repêchage**, who conducted two sessions: “The Art & Science of European Facial Massage” and “Anti-Aging Science & Solutions for Visible Aging of the Skin.”

Rebecca Gadberry, chairman/CEO of **YL Laboratories**, presented “Ingredient Basics—Myths & Misunderstandings” and “Corneotherapy (the repair and maintenance of the skin’s barrier) Technologies for the Esthetician.” **Mark Lees, PhD**, president/CEO of **Mark Lee’s Skin care**, talked on “Rosacea, Redness & Reactivity.”



Seaweed powers the Vita Cure Triple Action Body Collection.

Repêchage debuted the **Vita Cura Triple Action Body Collection**. Its triple action formulas address skin tone, texture and touch. EcoCert Seaweeds

and phyto actives produce smoother, firmer and more hydrated skin.

Said Lydia Sarfati, “Many people focus only on their face, and forget that our skin is the largest organ of our body. Each part of the body has its own concerns. For example, your décolleté is exposed to the sun and has different concerns than your inner thighs. With the Vita Cura collection, each product is designed for different areas of the body to help reduce the signs of skin aging.”

The collection includes **Triple Action Body Soufflé With Phyto Actives** (8 oz./SRP \$45.00), **Triple Action Nutri Crème With Phyto Actives** (6 oz./SRP \$36.00), **Triple Action Nutri Oil With Phyto Actives** (8 oz./SRP \$45.00), **Triple Action Body Contour Cream With Phyto Actives** (8 oz./SRP \$52.00) and **Triple Action Foaming Seaweed Bath With Phyto Actives** (25.36 oz./SRP \$50.00). Reach **Susan Vindics**, vice president, national business development, at susan@repechage.com. Visit repechage.com.

At **Prtty Peaushun**, **Dawn Goodburn**, vice president of marketing, showed a skin care product that contains subtle light-reflecting

particles to give the skin a glow, while concealing minor imperfections and enhancing muscle tone.

Created by celebrity makeup artist **Bethany Karlyn**, **Prtty Peaushun** is a skin care product that works on the body, face and hair. Subtle light reflecting particles in a natural emollient base give the skin a flattering glow. Its radiance conceals minor imperfections and enhances definition to create a sexy, slimmer silhouette. The natural and vegan formula is free of toxic ingredients, animal products, gluten, parabens and fragrance. **Prtty Peaushun** comes in five shades—plain, light, medium, dark and deep dark (3 oz./SRP \$24.00, 8 oz./SRP \$39.00). For more information, contact Dawn at dawn@prttypeaushun.com. Visit prttypeaushun.com.

At **Shea What**, I met **Anne Uhler**, a veteran of the waxing business, who has a chain of **Wax On Spas** in the Northwest. She said, “We have been selling this product in our spas for 13 years and it has consistently been our No. 1 product. With so much great feedback, we decided that it is time to launch our product line.”

Shea What Body Butter was created for post-wax moisturizing. Because shea is oil based, it does not clog pores, resulting in fewer ingrown hairs. The oil breaks down any sticky wax residue left behind on the skin (25 oz./SRP \$2.50, 4 oz./SRP \$21.00). Reach Anne at 206-535-8793 or waxonspal@yahoo.com. Visit shea-what.com.

Numerous companies offered their solutions to hair loss. **Nutra Luxe MD** debuted the **Professional Hair Treatment Laser** with 400 laser diodes, which the company says stops hair loss and promotes hair growth. The company has been providing the laser system to hair restoration clinics and is now making them available to salons and spas.

Said **Peter von Berg**, owner, “60 million American men and women suffer from pattern hair loss, and spend more than \$3.5 billion on

remedies. But topical serums alone don’t provide sufficient treatment for the early stages of baldness, and drugs often result in unwanted side effects. Cold, low-level laser hair restoration is an FDA approved procedure to treat hair loss. This option is already used in hair loss clinics around the world, and we are now making it available for spa and salon use for a minimal investment.”

The suggested treatment consists of one 45-minute session per week for 12 weeks. The recommended price for each session ranges from \$60 to \$100, so you can quickly see the positive impact to the bottom line. Our complete cold, low-level Laser Hair Restoration System is available to purchase for \$5,880.00. However, we offer a 2-year lease at our preferred rate of \$245.00 per month.”

The **NutraLuxe MD Professional Hair Restoration Set** includes a low-level cold hair laser stand with three laser panels containing 400 laser diodes, a magnifying microscopic video scalp analyzer, an LCD touch-screen video tablet for before and after photos, **Hair Again Solution** (10 6-ml vials), **Intensive Hair Solution** (50 ml), a training manual and video. Reach **Nancy Reyes**, account executive, at 239-561-9699. Visit nutraluxemd.com.

MD Hair, another brand targeting thinning hair and hair loss, was created by **Susan Lin, MD**, a practicing gynecologist. MD’s four key products are **MD Nutra Hair** (30 capsules/list \$40.00), **MD Scalp Essential** (60 ml/\$50.00), **MD Follicle Energizer** (28 ml/\$140.00) and **MD Revitalizing Shampoo and Conditioner** (each 11 oz./\$50.00). For more information, visit mdlashfactor.com.

Chrislie Formulations markets eye, hair, body and nail products, including the **Measurable Difference**, **Wicked Crown**, **Nailuv** and **Lipo Lotion** brands. I zeroed in on Lipo Lotion, which combines skin smoothing and firming ingredients designed to temporarily



The Nutra Luxe MD Professional Hair Treatment Laser helps stop hair loss and promote hair growth.



Shea What Body Butter features shea butter and tuberose essence for ultimate moisturizing.

Las Vegas Shows cont. from page 15

reduce the appearance of cellulite and other skin imperfections. **Michele Hoang**, marketing director, shared, “Lipo Lotion combines clinically tested ingredients with break-through component technology and a massaging applicator with the product. The active ingredients improve the appearance of sagging skin around the tush, tummy and arms. Energizing caffeine and micro-algae help promote collagen synthesis and reduce the appearance of cellulite (5 oz./SRP \$69.00). A six-piece counter display is available.

Michele added, “At the show, we saw many weight loss technology products, which would work in conjunction with our Lipo Lotion.” Reach her at 626-610-2332 or michele@chrislieformulations.com. Visit chrislieformulations.com.

Ottmar Stubler, president of **PFB Vanish**, introduced **Bikini Mask**. He said, “As a result of our customers asking us to formulate a post-waxing bikini product that would be soothing and gentle to the skin, we created Bikini Mask. This leave-on product is formulated with a botanical bouquet of allantoin, chamomile, almond oil, aloe vera, rose petals and peppermint extract, plus two bump inhibitors to keep the bikini area smooth (1 oz./SRP \$30.00, 4 oz./\$65.00).” Reach

Ottmar at ottmar@comcast.net. Visit pfbvanish.com

One line I discovered with huge market potential was **I Love My Muff**. **Ritz Clinging**, founder and creator, shared her story: “I was inspired to create my own line of premium feminine hygiene products that provide daily love and care for down there. I Love My Muff products have been developed with an uncompromising commitment to mildness, biodegradability, non-toxicity, cleansing ability, moisturizing ability and luxurious feel. We combine natural plant extracts and pure beneficial essential oils to create gentle products. All products are handmade in Canada, cruelty free, vegan and free of parabens, SLS, synthetic colors and synthetic fragrances. and handmade (with love) in Canada. It’s no longer taboo and with its clean packaging and bold messaging, I Love My Muff products are a statement of confidence

and a great find for every woman.”

Ritz added, “We originally launched the brand in **Henri Bendel** to great success.

After receiving great interest from spa and wax salons for our retail line, we exhibited our retail sizes at the show and introduced our professional sizes for back bar use in the spa or salon.”

The line includes three basic products in two natural scents—blue or green. Products include **Clean Wash**, a 100% natural body wash (4 oz./SRP \$18.00); **Pure Spray**, a 100% natural spray for after shower or waxing (4 oz./SRP \$18.00); **Soft Lotion**, a 100% natural moisturizer (4 oz./SRP \$18.00); and flushable **Fresh Wipes** (25 packets/SRP \$22.00). A maintenance kit (includes a 2-oz. version of the Clean, Pure and Soft products plus 10 Fresh wipes (SRP \$38.00). Also available are back bar sizes of the Pure Spray and Soft Lotions in both scents (16 oz./list \$30.00), as well as bulk Fresh wipes (1000 pieces/list \$300.00). Reach **JP Clinging**, vice president sales and operations, at wholesale@ilovemymuff.com. Visit ilovemymuff.com.

Years ago in my former life as a distributor we sold a quirky product called **Frownies** to many independent pharmacies. Frownies temporarily diminish wrinkles and expression lines. Fast forward to IECSC, where I was delighted to get reacquainted with owners **Jim** and **Kat Wright**. At the show, they featured the reformulated **Immune Shield** serum, which Immune Shield helps stop oxidation and skin damage—the first step to younger looking skin. It also treats adult acne, dry irritations, UV damage, and fine lines around the mouth and under the eyes.

This serum for aging and damaged skin features active ingredients that are 100% non GMO. Immune Shield contains whole form vitamin E, polypeptides, amino acids and



I Love My Muff features three basic products in two natural scents—blue or green.

phenols for antioxidant, anti-inflammatory and anti-irritant benefits. Sea buckthorn oil contains vitamins A, C and E, essential fatty acids for optimal skin repair and function, carotenoids for protection from oxidative damage and sterols to restore the skin’s moisture binding and retention capabilities (8 ml/SRP \$7.50, 66 ml/SRP \$32.00). Reach **Sara Lawson**, wholesale accounts manager, at 800-648-6891, ext. 304, and visit frownies.com.

Dana Lupton, **Questex Media Group’s** executive vice president of the beauty, spa and wellness groups, said, “This year’s events continued to show signs of an invigorated economy as evidenced by the great results had by exhibitors. Re-signs for the 2015 events were our strongest yet and we’re excited to be moving back to the North/Central halls next year. Additionally, we rolled out a new registration system this year. It was greener, easier and virtually seamless for all participants. We couldn’t be happier with the results.”

Next year’s shows take place on June 20-22, 2015. For more information, contact Dana at 212-895-8237 or dlupton@questex.com. Visit ibslasvegas.com and iecsc.com/las-vegas.

To finish off the year, the **International Esthetics, Cosmetics & Spa Conference—Florida** takes place November 9-10, 2014, at the Broward County Convention Center in Fort Lauderdale. The 2014 show marks its 17th year and features more than 5,500 attendees, 200 exhibiting companies and an expanded conference program. IECSC Florida is the perfect Southeast venue to network and relax with peers, renew your passion and rejuvenate your business for the year ahead. For show information, visit iecsc.com/fl.

Looking ahead to 2015, **IBS New York** is scheduled for March 8-10, 2015, at the Jacob Javits Convention Center in New York City. Visit ibsn newYork.com for more details on exhibiting and/or attending. **The New York International Esthetics, Cosmetics & Spa Conference** takes place concurrently. Visit iecsc.com/ny/.



Frownies Immune Shield serum revives aging and damaged skin.

ISBN brings chain salon execs together for sharing

Beauty Industry Report (BIR) joined top chain salon executives and their vendor partners at the **International SalonSpa Business Network's (ISBN)** Annual Conference at the beautiful Terranea Resort in Southern California. BIR loves this event's intimate environment, which is designed for networking.

ISBN President **Jason Volk**, CEO of **Chatters Canada** and **Tommy Guns Original Barbershops**, said, "What's most profound is the talent and brain power in this room, between the salon owners, vendors, service providers and media. Even more amazing is that every person here—from **Sport Clips' Gordon Logan** to **L'Oréal's Pat Parenty**—is approachable and willing to share. If you're new to the business or looking to grow, our culture of sharing for growing both our own businesses AND the industry is an incredible value."

To join ISBN or attend the 2015 conference, reach **Margie Provenzano**, director of business development, at margie@salonspanetwork.org. Visit salonspanetwork.org.



clockwise from top left: ISBN panelists—Revlon Professional's Marty Flaherty, Sexy Hair's Jennifer Parks, JPMSS's Jason Yates and L'Oréal USA Professional Products Division's Pat Parenty. Dino Palmieri Salons' Dino Palmieri welcomes Shalom Saada Saar, PhD, keynote speaker sponsored by Obliphica Professional. ISBN keynote speaker Chris Brogan. Nick and Sam Provenzano pay tribute to their dad, the late Ron Provenzano, an ISBN past president. Regis Corp's Eric Bakken, Gould's Salons/Spas' Philip Gould and Revlon Pro's Marty Flaherty, whose American Crew division sponsored ISBN's golf tournament.



Clockwise from top left: BIR's Mike Nave with Harlan Kirschner, The Kirschner Group. L'Oréal Professional Products Division's Maxine Reynolds, David Mohammed, Tim Forbriger and Joy Meyers. JCP Salons' Aimee Thomas, Nick Stetson and Sandra Smith. Charles Penzone Salons' Charles Penzone and Philip Pelusi's Henry Pelusi. L'Oréal/Mizani's Howard Lewis, Sexy Hair's Karl Heinz Pitsch and Gregg Emery, formerly with ConairPro. ISBN's Margie Provenzano with ISBN Past President Paula Malloy. ISBN President Jason Volk, L'Oréal Professional Products Divisions' Pat Parenty, who was named the winner of the 2014 ISBN Lifetime Achievement Award, Paula Malloy and Ulta's Phil Horvath, who is also an ISBN past president.

Philip Kingsley brings trichology to the masses

Hailed as the “hair doctor” by the international press, **Philip Kingsley** is known worldwide as a leading authority on hair and scalp care. With a career spanning 60 years and clinics in London and New York City, Philip has consulted with some of the world’s most influential people from politicians to Hollywood’s elite. He was the first to define hair by textures of fine, medium, coarse and Afro-Caribbean, and he even coined the phrase “bad hair day.”

Philip used his more than 55 years of experience as a trichologist—a hair and scalp specialist—to create an eponymous hair and scalp product line that has been available primarily through his clinics in London and New York City, where he and his team see thousands of clients a year for the treatment of scalp issues, hair loss and other related conditions. Based on that success, the company is expanding the line’s distribution throughout the United States with the help of **George Eliades**, executive director of **Madison Avenue Beauty**.

To find out how distributors can get on board, **Beauty Industry Report (BIR)** recently checked in with **Chris Burridge**, international director of Philip Kingsley Products International. **BIR: Welcome, Chris. Please give our readers a brief overview of the Philip Kingsley story.**

Chris Burridge (CB): Thanks, Mike. Philip Kingsley is one of the world’s most respected authorities on hair and scalp health, which is known as the practice of trichology. During his more than 55 years of experience in the specialty, Philip’s research led to the publication of his first book, the **Hair Bible**. He has also authored many articles on hair and scalp health, and is quoted frequently by the media on both sides of the Atlantic.

Philip recognized the need to bridge the gap between science and hairdressing in order to both provide solutions for the most extreme hair and scalp problems, as well as to those who just want the best from their hair. To that end, he opened the first **Trichological Clinic** in Mayfair,



The Philip Kingsley team includes (from left) Philip Kingsley, Sinead Howard, managing director; Graham Fish, chairman; and Chris Burridge, international director of Philip Kingsley Products International.

London in 1960. Then, in response to demand for the service in America, Philip opened the New York City **Trichological Centre** in 1977. Many of the staff who started working with him as juniors are still with him today.

In 1997, Philip was asked to create a product line for salon distribution, the result of which is one of the first in-salon, trichologically driven hair and scalp ranges. It is based on working with the hair’s texture rather than the prevailing standard of

normal, oily and dry. His concept is now widely accepted as the standard by which many in our industry approach hair care formulations. Philip Kingsley products are used by London’s best salons and can now also be found in premium retailers such as **Harrods, Liberty, Fenwicks and John Lewis**.

Now, we are offering professional salons in the United States the opportunity to provide these solutions to their clients. Salon professionals know that caring for both the hair and scalp trumps simply caring for the hair. With Philip Kingsley, they will be able to offer their clients new in-salon scalp care treatments, supported by take-home products, creating an extra revenue stream that benefits all.

BIR: What clients will benefit most from these products?

CB: Anyone with hair, as we have created a range specifically tailored for each hair texture, how it is styled or treated and, of course, how long or old it is. The hairdresser has the ability to show his or her expertise and prescribe the

correct products for each individual. This encourages loyalty to the stylist and stops the endless experimentation that is so frustrating. **BIR: Tell me more about the Philip Kingsley approach to scalp and hair care.**

CB: The Philip Kingsley approach to hair states that your hair care routine should be based on three factors—cleanse, condition and tone—much like a facial routine. That is the simple but logical premise of the brand.

The products provide trichology solutions for beautiful hair and the healthy scalp it takes to achieve it. Philip Kingsley products are formulated by the world’s leading trichologists, who are dedicated to creating products that make your hair fit, healthy and beautiful.

We believe that following a system is key. The Philip Kingsley holistic approach to hair care encompasses nutrition, hydration, scalp toning and hair treatment—all essential to getting the best from your hair. You wash your face every day, why not your scalp?

BIR: How does a salon offer that holistic approach?

CB: Education is key. By reading Philip’s book or using our website, it is easy to understand the facts and bust the myths. Many hairdressers know the basics; we simply add new levels to their knowledge.

BIR: What sets your products apart from others that promise scalp and hair health?

CB: In one word, “heritage.” No brand has the expertise or specialty of the Kingsley team members, who work daily in our clinics on some of the most challenging and extreme hair and scalp issues. This knowledge is our brand’s DNA.

In addition, all of our products are color safe and can improve or repair almost

any damage a person or process inflicts on the hair. That’s where the hairdresser’s diagnosis and prescriptive advice come into play. Some of these solutions can be almost instant. Others take time and need ongoing treatments. Again, it is individual and an opportunity for the



The limited edition Elasticizer 40-year anniversary kit includes a 250-ml pearlescent pink tube of Elasticizer plus a 100% cotton towel wrap in a luxurious white gift box.



Exfoliating Scalp Mask removes dead skin and moisturizes to counteract flaking and itchy scalps.

hairdresser to demonstrate expertise and build real loyalty.

BIR: What are your best sellers and why?

CB: Across all hair types, we have a hero and best-seller in our **Elasticizer Treatments**, which provide instant results.

Elasticizer Pre Shampoo

Treatment (75 ml/SRP \$26.00, 150 ml/SRP \$50.00, 500 ml/SRP \$93.00) is the world's first pre-shampoo

conditioning treatment and our hero product. The premise is that healthy hair stretches when wet before returning to its original length when dry; however, hair in poor

condition snaps and breaks when stretched. Our intensely moisturizing Elasticizer delivers a rush of moisture to the hair's cuticle; suppleness, elasticity and bounce appear instantly without weighing down or coating the hair. The client will have visible results from one application, and those results improve with continued use. It's used at least once a week for best results.

Elasticizer Extreme (75 ml/SRP \$28.00, 150 ml/SRP \$50.00, 500 ml/SRP \$97.00) is recommended for extremely dry, porous and very thirsty hair. Specifically formulated for African-Caribbean or Caucasian hair that is exceptionally processed and damaged, this product provides instant replenishment, hydration and nourishment.

Elasticizer Extreme has all the moisturizing ingredients of Elasticizer, with higher active doses of the components that can really make a difference to very dry, porous and thirsty hair. It is not suitable for fine, non-processed hair. It's also used at least weekly for best results.

BIR: What is your U.S. distribution strategy?

CB: Philip Kingsley has partnered with Madison Avenue Beauty, LLC, and George Eliades, its executive director, who has more than 30 years experience in the beauty industry. George will develop and execute our U.S. distribution strategy. Our intention is to work with the most communicative and informative sales channels—be they boutique distributors or independent sales professionals across the United States. The best salons and spas support our European model, with hairdressers who seek knowledge and a real point of difference for their clients, based on a brand heritage and expertise that is second to none. We are confident that U.S. salons will seek the same.

BIR: Who are the ideal partners who will benefit from offering your approach?

CB: We are looking to partner with concept-driven regional distributors and independent salon sales representatives. For a distributor, the Philip Kingsley brand represents an opportunity to enroll salons that they may not be currently doing business with, by establishing a new category of products and treatments, while satisfying the established consumer demand.

BIR: What type of support does Philip Kingsley offer to distributors and salons?

CB: One interesting aspect of our brand is our extremely loyal consumer clientele. These clients have discovered the benefits of the Philip Kingsley products over the past 15 years during their travels abroad. We have been very pleased by the excitement and feedback that we have received from our clients in the United States, who are very excited to know that they will be soon able to find the PK products in a professional salon in their city.

BIR: How does your company create consumer awareness?

CB: Public relations is our ally here. Beauty editors seek us out as the experts when

writing features on any current or seasonal hair related issues for their readers' interest. When you are held as the experts in this field, your reputation grows. Philip Kingsley employs the talents of one of the most progressive beauty

public relations agencies in New York City. When a new salon comes on-board, our PR agency sends a press release to all relevant beauty media to announce that Philip Kingsley products and in-salon treatments are now available at that salon.

BIR: What is your story? How did you get to where you are today?

CB: I'm a 35-year veteran of the professional beauty industry, having held senior positions leading to appointment as vice president worldwide for the professional division of **Alberto Culver**. From roles in marketing, sales and global management, I have been fortunate to work with hairdressers around the world and to learn what they truly need from a supplier and a brand. It was during my time with AC that I first met Philip back in the late '90s. His passion and expertise always stayed with me. So in 2012 when Philip asked me to join his company, I jumped at the opportunity to lead the global expansion as international director.

BIR: Any final thoughts?

CB: Now is our time to launch in the U.S. market. We offer a new choice—but one with real heritage and an independence that allows us to make a difference and bring new success to the relationship between stylists and their clients. It's the start of a new journey, but we have a road map built from brand heritage and European success. Plus, we have a partner in George who will drive us safely to our destination.

For more information, contact George Eliades, executive director, Madison Avenue Beauty, at 203-504-2552 or george@madisonavenuebeauty.com. Visit philipkingsley.com and madisonavenuebeauty.com.



Scalp Toner rehydrates and energizes the scalp by stimulating the blood supply to the scalp, acting as an astringent to absorb excess oil and protect against flaking.



Philip Kingsley originally created Elasticizer Pre Shampoo Treatment for Audrey Hepburn. It is still the company's best-seller, because it delivers instant results.

Daily Concepts cleans up on bath market

Emilio Smeke, brand creator and CEO of **Daily Concepts**, is a man who thinks and sings in the shower. That's a good thing—and perfectly in sync with a man who developed a high-end, luxury market bath accessories line. Backed by the largest bath accessories manufacturer in Latin America, Daily Concepts launched in the United States 2 years ago to a fast start, thanks to its parent company's 25-year track record of success in

manufacturing. This new line of clinically tested bath accessories gives the ultimate bath and body experience with a concept that is all about functionality. Body exfoliators feature environmentally friendly, soy-based products that leave skin feeling smooth and luxurious.

After 2 years of selling through the prestige beauty channel, including **Henri Bendel**, and via Direct Response on **HSN**, Daily Concepts has developed a special protocol and products that are designed to provide incremental sales to estheticians and massage therapists in the resort and spa channel. To learn more, **Beauty Industry Report (BIR)** recently caught up with Emilio for the inside story.

BIR: Welcome, Emilio. I heard you spend most of your time in the shower. What's that about?

Emilio Smeke (ES): That's right, Mike! We believe that your bathroom is your sanctuary. That's why we spend most of our time in the boudoir thinking of new ways to cleanse the body and mind—and products that will help our customers do that.

BIR: Please tell BIR's readers about Daily Concepts' unique position in the marketplace.

ES: Our concept is all about functionality. What makes Daily Concepts so unique is that each of our products features a label indicator,



Daily Concepts' packaging functions as its own shower caddy. Plus, each package has holes in its bottom, so the scrubbers can drain.

which fades when it's time to replace the bath accessory—after about 90 washes.

This well-designed line also has a natural cotton-based layer with nylon exfoliating loops for ideal texture and a built-in antimicrobial that helps stop the creation of bacteria, mold and mildew. Also, all of our packaging is functional and sustainable by becoming a shower caddy with holes in the bottom so the scrubbers drain. In a world that is so hectic, we invite women to take a second in the shower to exfoliate their bodies with environmentally friendly, soy-based products that leave the skin feeling smooth and luxurious.

Thanks to all of our unique features, **ICMAD** named Daily Concepts as the Bath & Body Innovator of the Year in 2013.

BIR: What is your story, Emilio? How did you get to where you are today?

ES: My family's background is in the clothing industry in Mexico. We entered the beauty category 25 years ago and became the largest bath accessories manufacturer in Latin America. Today, we own a 70% market share of the bath accessories category in Mexico.

Eight years ago, I moved to Los Angeles from Mexico City to expand our business into the growing Hispanic category with our Hispanic brands and to fill a gap of products made in North America by also

helping build other brands like **Cleanlogic** and providing great quality bath accessories to the U.S. market. I realized there was no functional and well designed lifestyle brand in this category, so that is why I have spent 2 years developing Daily Concepts.

BIR: Tell me about that process.

ES: Our research showed that to provide what the high-end beauty world demanded, our products would need to have natural components and

sustainable packaging. In addition, our skin care products had to be cruelty free.

We also knew that hygiene and cleanliness were critical. For example, people don't change their loofahs frequently enough. We had to find a solution. As a result, we created a special label that fades when it's time to replace our loofahs and scrubbers. Developing that label became the turning point for our company and the point-of-difference for Daily Concepts.

BIR: What is your newest product?

ES: Our newest products are **Konjac sponges**, which are natural and vegan. Konjaku is a root plant grown in Asia and has been used for centuries, including for food. However, this indigenous root



The new vegan, 100% biodegradable Konjac Sponges come in (from top) pure, charcoal and tumeric.



Daily Concepts' products feature a label that indicates when it's time to replace the bath accessory—about 90 washes.

has a lot of additional beneficial properties for personal care. As a result, we used this material to create our preservative-free, 100% biodegradable, vegan sponges. As a result of adding other natural ingredients to help balance, detoxify or regenerate the skin, we created three versions—pure, charcoal and turmeric—of our Konjac sponges (SRP \$18.00).

BIR: Please give me a brief rundown of your other products.

ES: We have all types of bath accessories and scrubbers to keep you clean from head to toe.

Your Facial Micro Scrubber

features two different textures—one to remove makeup and the other to exfoliate the skin (SRP \$8.00). **Your Body Scrubber** provides a quick and invigorating shower (SRP \$10.00). **Your Dual Texture Scrubber**, made for all skin types, has two textures—one for sensitive parts of the body and an abrasive side for exfoliation (SRP \$12.00).

In addition, **Your Stretch Wash Cloth**, one of our best-sellers, is a wash cloth that stretches to make it easy to reach your back and feet (SRP \$14.00). **Your Exfoliating Gloves** are a must for a deep exfoliation and one of our top searched items by estheticians (SRP \$16.00). Finally, **Your Body Kit** includes a body exfoliator in one piece, a lotion applicator in a separate piece, plus a wooden stick, so you can interchange the two heads. Use it in the shower to cleanse your body, then after, it becomes an applicator for lotion or self tanner (\$24.00).

BIR: Tell me about your package designs.

ES: I am a designer and observant artist, so to me, creating something that is both well designed and accomplishes a function and a purpose is a gratifying experience. For Daily Concepts, I wanted to create a sustainable recyclable pouch that works for merchandising and retailing. At the same time, once you open it, you can use a suction cup that is included and have the container become a shower caddy. You simply peg it into a mirror or a flat shower wall, and your scrubber has a home! The package also has holes on the bottom, so it drains thoroughly to prevent the formation of microorganisms due to moisture.



Your Facial Micro Scrubber does double duty as a makeup remover and exfoliator, thanks to dual textures.

BIR: Tell me about your distribution strategy.

ES: We currently are sold in the prestige world of beauty, **from Henri Bendel, C.O. Bigelow and Ricky's** in New York City to **Beauty Collection** in Southern California. We also service luxury beauty boutiques all across America. In addition, we sell our products via the Direct Response channel and are currently having great success with **HSN**.

Now, we are seeking distribution into the resort and spa channels. To serve this market, we have created a special service protocol for estheticians and a professional body care product line for the massage therapist.

BIR: Please tell us more.

ES: Spoiler alert: Coming up in 2015, we will introduce a new line of body care products called **Skin D/TOX Five**. It includes **Cleansing Wash, Exfoliating Scrub, Hydrating Lotion, Purging Mask and Renewal Oil. (SRPs \$40.00 to \$50.00)**. Products feature some of the hottest skin care ingredients, including quinoa, lucuma and our super ingredient, sacha inchi, which is known in Peru as the “Fruit of Youth.” We believe this ingredient’s benefits will change skin care as we know it.

BIR: How have your products been recognized?

ES: As I mentioned earlier, in 2013, we won an ICMAD City Award as Innovator of the Year in the Bath & Body Category.

BIR: How do you create consumer awareness for Daily Concepts?

ES: Our daily blog, “Daily Concepts,” found on dailyconcepts.com, features topics like health, beauty and art. We are an online daily source of

news in all of those categories, because they are important to me. It is my way to reach out to the consumers in the places we visit, share cool products we find and call out new hot spots for entertainment and restaurants, as well as anything that catches our attention. It’s also an open forum for other companies and places to share what they do. For artists, we have a special section that features a specific artist every Monday. I want to give consumers and other followers a reason to come back and check out what we have to offer.

BIR: How else do you reach consumers?

ES: We work with **Yvette Masterson’s Y Communications and Consulting**, which has positioned us in international beauty shows and placed our products onto the desks of editors across the United States and Canada, as well as with the most trending bloggers in America.

BIR: How does Daily Concepts give back?

ES: We have partnered with **lavamae.org**, a non-profit organization based in San Francisco that delivers dignity to the homeless—one shower at a time. This organization has adapted MUNI buses with showers and toilets to help the homeless take showers and have toilets, giving them an opportunity to feel better. Daily Concepts is the official sponsor of bath accessories for **lavamae.org**. Currently, the organization is offering almost 100 showers a

week. There are more details about our participation on our blog and website.

BIR: Any final thoughts?

ES: As a clean freak and a dreamer, I just want to share my mission with the industry and consumers. That mission is “We are individuals who think in the present, the world, our neighbors and the

future to deliver daily concepts and exceptional every day products.”

For more information about Daily Concepts, contact Emilio Smeke, brand creator and CEO, at 323-938-8886, ext. 302, or esmeke@dailyconcepts.com. Visit dailyconcepts.com.



Coming in 2015 is Skin D/TOX 5, a line of professional body care products featuring sacha inchi, known as Peru’s “fruit of youth.”

News continued from page 4

Ryan Boyle is the new global brand ambassador for **FHI Heat**. In this new position, Ryan will be FHI Heat's on-air personality, representing and promoting the brand across television, print, advertising, public relations and online channels. He will also work with marketing and collaborate with the shows and education department on trainings, technical videos and class and show formats. Visit fhiheat.com.

obits

Sid Kaplan died recently. Sid entered the beauty industry in 1965, at the age of 21, when his father and brother, who owned a



Jay Halaby (left) with Sid Kaplan.

21-station salon and retail center in Simi Valley, invited him to join them. He worked behind the chair and was in charge of ordering wigs and hair pieces.

By age 30, he bought his first salon and invited his wife to join him in running the salon. Together, they owned and operated three separate salons over the next 10 years. In 1978, they became distributors of professional hair products to salons. By 1981, he had a beauty supply warehouse. But he also saw the industry changing, moving toward the nail industry and rapidly expanding. He and his wife created the nail art line known as **Lindy's Nail Products**. Sid eventually quit the distributorship and moved into product manufacturing of nail art products. They worked and participated in every major beauty show across the country for 17 years, making many friends.

By the early '90s, Sid had become a manufacturers' rep after invitations to join numerous firms. He spent the past 10 years working for **Jay Halaby Sales**.

who's looking for what

Experienced beauty industry sales manager is seeking employment with a consumer packaged goods manufacturer. My background includes acquiring, as well as maintaining, profitable distributor relationships, implementing successful promotional activities, coordinating productive efforts with manufacturer representative groups and representing product lines with positive results at national trade shows. A detailed resume is available for your consideration. Reach **Jeff Bogard** at 561-329-2391 or bowguard@aol.com.

hair biz

Alterna Haircare launches Caviar Anti-Aging Replenishing Moisture Milk



(5.1 fl. oz./SRP \$30). This ultra-hydrating leave-in conditioning spray drenches dry hair in nourishing moisture for age-defying softness and smoothness. It's light enough for all hair types, yet rich enough to deeply hydrate parched hair. For more information, visit alternahaircare.com.

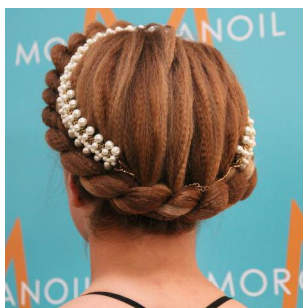
Alter Ego Italy adds **Miracle Botanic Infusion** (250 ml/list \$14.95) to its **Arganikare Day Therapy Line**. Used before styling, this lightweight repairing leave-in protein spray amplifies fine hair's texture while replenishing it with strength and volume to roots. It also adds body and suppleness to lengths, prolonging the hair style. It's ideal for fine to normal hair, for weak, fine, depleted hair and to prevent split-ends. Contact **Linda Perez** at lindap@ebcusa.us. Visit ebcusa.us.

Alan Benfield Bush has launched **Method Alliance** to provide hair artistry and generic business education for salon industry professionals, without promoting any specific hair care brands. These programs have been developed expressly for hair design engineers, salon owners, distributors and manufacturers, and include educational workshops, coaching and consulting services to help salon industry professionals sell any service or product and personally meet each client's needs with customized hair care solutions. Products include hands-on training programs, telephone consulting services, DVD/videos and webinars, starting with The Method and two-day **Cutcoloring Workshops**. For more information, contact Alan at 323-380-3112, abbush@methodalliance.com or visit methodalliance.com.

distributor dish

Lakme USA has appointed two new distributors for the high-end hair color and hair care line from Spain. **Becker Beauty**, owned by **Herman Lewis**, will distribute the line in Upstate New York and limited Pennsylvania markets. **Solair Beaune Concepts**, owned by **Ronda Derby**, will distribute Lakme USA's products in Nebraska and Iowa. Reach **Joseph Mastalia**, Lakme USA president, at 877-lakme08. Visit lakmeusa.com.

Sweis Professional Salon & Spa Products and **Moroccanoil** presented summer hair styling inspirations to Southern California salon professionals in Santa Monica and Huntington Beach, recently. Moroccanoil educator, **Kevin Hughes**, shared runway trends in a wearable, consumer friendly fashion, with braids of all varieties from traditional, to Dutch, rope and knot braids. He also incorporated a micro-crimping technique. Kevin touted the benefits of **Moroccanoil Root Boost** for added volume



Morccanoil's Kevin Hughes shared runway-inspired braids and other styles at an educational event for Sweiss Inc.'s customers.

and medium hold, and **Glimmer Shine**, a finishing shine spray that can be used for color protection from salt water and

chlorine. Reach **Karl Sweiss**, president, at karl@sweissinc.com.

Teresa Lewis is now the sole owner and CEO of **YourNewSchool**, a beauty school resource company. YourNewSchool connects select education-focused manufacturers with cosmetology schools and the future professionals they educate. "I'm excited about the expanded portfolio of products we will be launching this summer—all new offerings from like-minded companies, where it's all about the school customer," said Teresa. From the clinic and dispensary to classroom and attendance, YourNewSchool is the missing link to connect each school to a one-stop-shop of established, well-known networks of industry-leading products, services, consulting and technology. Contact Teresa at teresal@yournewschool.com. Visit yournewschool.com.

hook ups

Blueco Brands, which owns **King Research (Barbicide)** and **Lucky Tiger**, has acquired **Vienna Beauty Products**, including its **Aloe Vera** and **Triple Lanolin** based foot scrubs and lotions. **Kevin Schuele**, CEO of Blueco Brands, shared, "From the very beginning, we established a vision and strategy to grow our business through the acquisition of iconic

brands in the professional beauty industry. We're confident this product portfolio fits seamlessly into our existing product line up and established customer base."

Blueco Brands will continue manufacturing and shipping current product from its existing facilities in Dayton, OH, and Milwaukee. Additionally, the company is reviewing the potential to move existing manufacturing of other products within its portfolio to Dayton to capitalize on the capabilities of this new facility.

Added **Alan Murphy**, president of Blueco Brands, "We continue to invest in the professional beauty industry and couldn't be more bullish of the economic future of this industry." Visit bluecobrands.com.

charity

Pivot Point International, Inc., and the **Beauty Changes Lives Foundation** announce the **Leo Passage Endowment Fund** to benefit competitions, scholarships and lifelong learning among students and professionals. The fund, established with a \$1 million donation from the Passage family, honors the founder of Pivot Point, who died in 2011. The fund will be implemented through the Beauty Changes Lives Foundation.

"My father believed wholeheartedly in providing a thorough education in the craft, as well as how to be successful. Lifelong learning and the value of competition among hairdressers were pillars of his philosophy in developing Pivot Point," said **Robert Passage**, Pivot Point chairman/CEO. Robert Passage and **Lynelle Lynch**, president of the Beauty

Changes Lives Foundation, also announced that the 2015 Legacy Award event would honor Leo Passage, on Saturday, March 21, 2015, during America's Beauty Show. Reach Robert at rpassage@pivot-point.com. Visit pivot-point.com and beautychangeslives.org.

The Professional Beauty Association (PBA) is accepting applications from both future and current professionals for scholarships to be used toward cosmetology school or continuing education.

Hans Neumaier Memorial Scholarship: Members of the PBA Beauty Professional/NCA section and student members may apply for a chance to be awarded up to \$1,000 on behalf of the late Hans Neumaier, PBA Lifetime Member, who funded this scholarship opportunity. Hans' career in hairdressing and the beauty industry spanned 70 years. Applications are due August 31, 2014.

PBA Sally Beauty Scholarship: In 2015, seven \$1,000 scholarships, funded by Sally Beauty Supply, will be awarded to high school graduates desiring to enter the cosmetology profession. Six \$500 scholarships will be awarded to current PBA Beauty Professional/NCA section members for continuing education in cosmetology. Only PBA student and licensed professional members are eligible. Applications are due November 14, 2014.

PBA Lifetime Member Scholarship: Members of PBA Beauty Professional/NCA section and student members may apply for a chance to be awarded up to \$1,000 for continuing education or cosmetology school, sponsored by **KAO USA** and **Goldwell NY**. Applications are due March 1, 2015.

PBA Minerva Beauty Scholarship: Students enrolled in an accredited cosmetology school can apply for one of five \$1,000 scholarships funded by Minerva Beauty. Applications are due May 31, 2015. Visit probeauty.org/scholarships to apply.



Robert Passage (center), chairman/CEO of Pivot Point Int'l, and Melanie Kopeikin (right), president of Pivot Point, present a \$1 million donation to Lynelle Lynch, president of The Beauty Changes Lives Foundation.



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Gregg Emery is the new CEO at **Cortex**. Gregg's experience and leadership skills will be a big plus for the marketer of flat irons, blow dryers and hair care. He starts September 1. Gregg told **BIR**, "We will launch products and expand distribution with a vengeance." Reach Gregg at emerygregg@gmail.com. Visit cortex-usa.com.

last minute blasts

boutique, opened its 36th unit on Beverly Drive in Beverly Hills, CA. **BIR** attended the grand opening celebration, along with key suppliers and other VIPs. The store is only 1,200 square feet, but defines "good things come in

small packages," thanks to effective merchandising. Reach Bahman at 949-752-1885. Visit planetbeauty.com.



BIR's Mike Nave and Susan Silo join Bahman Fakhimi at the Planet Beauty store opening.

P&G CEO A.G. Lafley announced a sweeping brand reduction that will cut its portfolio to 70 to 80 properties from its current 160. The massive pruning will take place over the next 24 months and include divesting brands and slashing skus. Staying put are its top performing, strongest brands representing 90% of sales. Will professional beauty (**Wella, Sebastian, Nioxin**) play a role in the company's long-term strategy? Stay tuned.

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