



guest
columnist

Marketing a men's brand in 2023

By Eric Goldstein

Wow! So many Men's Brands in 2023. Is there room for them all? Let's take a look at the whole of the men's market, which had a worldwide value of \$30.8 billion in 2021, with a CAGR of 9.1 % through 2030. North America still has the largest market. So how do they all get market share? As I spend most days in barbershops, I can say from experience that the sales, unfortunately, are not coming from barbers. Historically, barbers have not been the most effective at retailing men's products for a variety of reasons. What can brands do to help them—or help themselves?

In this new day of technology, there are now more ways than ever for brands, local distributors and salon professionals to get their concepts and vision out to the market. For manufacturers, co-branding is a good way to capitalize on a wider market by collaborating with companies that do something different but share the same customer. Some examples include a Men's Brand partnering with a whiskey company. It seems like there are as many new brands of wine, whiskey, cigars and hot sauce, as there are Men's Grooming brands. Collaborating with companies that share some synergies and look for the same end user in a non-competing product line is a good way to find new fans and followers/customers.

Patrick Maroon is a three-time Stanley Cup Champion left winger with the Tampa Bay Lightning. He has 104,000 followers on Instagram, and recently launched his own brand of Men's Hair & Scalp Care called **Letty Dressing** (IG @LettyDressing-Lettuce being the long hair that flows out the back of a hockey player's helmet). In this case, he has leveraged his celebrity as a professional hockey player in the NHL to use as a

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2023-2024 Show Calendar!

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Connect with us for breaking news



Mane St.

by Jayne Morehouse

CEO, Beauty Industry Report



Welcome to **Beauty Industry Report's 2023 Cosmoprof North America Preview!** As the beauty biz celebrates this important event's **20th Anniversary**, we are

delighted to bring you the only comprehensive report of what you will discover in the Las Vegas Convention Center. If the 100-plus companies we interviewed this year are any indication, you can expect a booming show!

On the distribution front, we see more shifts, as **Beauty Craft** acquires **MRK Beauty**, and **Win Beauty Solutions** nabs **Classic Beauty Supply**. Expect this trend to continue. We are also delighted to introduce the **Serious Beauty Professionals Collective**, which offers a game-changing infrastructure for distributors, including a 3PL, so they can do what they do best—sell!

Finally, **The Kirschner Group** shares how they're helping brands grow in new channels.

See you on the show floor!

Jayne

guest columnist

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springboard for the success of his line. Now, for people without national celebrity, this might not be an ideal approach.

Another tactic is to take local barbers and stylists in any given market who are strong on social media and help promote THEM. In this scenario, a local distributor or manufacturer now has an arrangement in place to help promote their stylist/barber-customers on a local and/or national platform. The vendor could utilize their marketing savvy to help the stylist/barber get featured in local newspaper articles, use them in trade shows, sponsor an event or have them appear in local Podcasts where THEY (the stylist or barber) can now talk up the brand and help promote it by speaking to the brand in a way that is very authentic and doesn't come across as a sales pitch from a slick person in a suit. The brand can arm them with a coupon code, so



listeners can purchase at a discount and try the product without pressure from outside influences. There are many more tactics that work! Reach out, and I am happy to discuss how to grow

your brand with any manufacturer or distributor.

Eric Goldstein is a manufacturer's rep, consultant, barber supply distributor and influencer in the professional beauty industry. He is available to consult with manufacturers and full-service distributors. Reach him at 508-840-9121 or goldybarberpro@gmail.com.

BIR invites you to give us your take on a relevant topic as a Guest Columnist. For consideration, send your thoughts in 475 words, plus a one-paragraph bio and your headshot to liz@bironline.com. We will edit your column for style and space.

breaking news

Beauty Craft, the Minnesota-based entrepreneurial distributor founded in 1928 and owned and operated by the third generation of the Wexler family, has acquired Spokane, WA-based MRK Beauty from Frank and Mikal Kubu. MRK, which was founded in 2013 and covers Washington, Oregon, Idaho and Montana, will be rebranded as Beauty Craft. Frank will remain

with the company for 12 months, as Mikal transitions to an advisory role. Before the acquisition, Beauty Craft had 22 DSCs and 10 stores serving beauty professionals in Minnesota, Missouri, Wisconsin, Illinois, Kansas, Iowa, Nebraska, and North and South Dakota. MRK's distribution center in Spokane will become Beauty Craft's West Coast warehouse.

"We originally met Frank and Mikal, because both of our companies distribute **Oligo Professional,**" explains **Adam Wexler**, CEO of Beauty Craft. "We looked at their portfolio and their territory and saw an opportunity, so we picked up the phone to call them, and the timing was perfect. Initially, we will be focusing on **Oligo, Milkshake, Color Wow, Design Me, Aluram, Shibui, Alcove** and **Amplify Hair Extensions** in their market."

Adds **Ian Wexler**, president of Beauty Craft, "We are grateful for this opportunity to build upon what Mikal and Frank have

created and look forward to growing the brands, the sales team, and to opening new store locations throughout the Pacific Northwest."

Comment the Kubus, "It's time to grow, expand and realize new dreams for our team and clients. You just know when you meet people who have the same vision, passion and capacity to best serve the client, so they can grow to their full potential. The Beauty Craft team is very committed and talented, and we have aligned ourselves to allow them to help grow our team and bring our clients new and market-leader brands. It is a very exciting time for us, and we are excited to watch Beauty Craft foster new territories,

relationships and provide the level of customer service we have been so proud of."

Over the past 10 years, Adam, Ian and their youngest brother **Ben**, who serves as director of stores, have worked strategically to

create a portfolio of brands that speaks to market-leading salons and stylists. They told **BIR** that they attribute their success to three key principles:

1. Offering a strong portfolio of brands.
2. Practicing a specific formula for their sales team, which expedites success.
3. Most importantly, surrounding themselves with a team of driven and passionate individuals.

"The Beauty Craft sales, stores, customer service and warehouse teams are what we are most proud of," conclude the Wexlers.

For more information about distribution or this news, reach Adam at adamw@beautycraft.com. Visit www.beautycraft.com.



from left: Ian, Adam and Ben Wexler.

Less than a month after its formation, Win Beauty Solutions, LLC, has acquired assets and the distributor salon consultants of Classic Beauty Supply, based in Bolivar, Missouri. On May 29, 2023, Win Beauty Solutions acquired Largo, FL-based **Life of Riley Salon Supply, LLC.** Classic Beauty Supply adds four states—Kentucky, Kansas, Missouri and Arkansas—to Life of Riley Salon Supply’s territory, bringing Life of Riley Salon Supply’s territory to 18 states plus Puerto



Kelly Huether

“**Jera Shive**, owner of Classic Beauty Supply, and I have discussed combining our businesses for years. This was the perfect time to make it happen. The four new states provide a bridge to connect our southeastern U.S. operations with our Midwest territory.”

Adds **Scott Missad**, CEO of Win Beauty Solutions, “Classic Beauty Supply’s DSCs have a strong commitment to the salon owners and hairdressers in their marketplaces, and that is why they’re a great fit for Win Beauty Solutions, which was founded to serve and support salon owners and beauty professionals. We’re delighted to continue to grow their strong vendor partnerships and provide new support for their customers throughout the territory.”



Scott Missad

Rico, with 48 DSCs and 17 sub distributor store locations.

Says **Kelly Huether**, vice president of distribution development at Win Beauty Solutions and co-founder of Life of Riley Salon Supply,

If you’re a distributor who is interested in growing your company, retiring or building an exit strategy that makes sense and provides a stable solution for you, your team, your brands and your customers, contact Missad at scottm@winbeautysolutions.com and Huether at kellyh@lifeofrileys.com.

Win Beauty Solutions offers a new, nationally fueled, locally controlled approach to distribution that maximizes best practices to support salon owners and hair stylists. Its mission is to help beauty professionals achieve the highest levels of success through top products; caring, local support; and salon-tested business systems used by top salon owners and hair stylists.

Attention salons and stores: Amazon is looking for 2,500 local businesses as partners for its new Amazon Hub Delivery.

This new program gives you a new way to serve your community, bring in new traffic and make new connections while the business earns extra income.

It’s just three easy steps:

1. Each day, Amazon delivers packages to your business.
2. You and your team deliver those packages to nearby customers when you have time during the day. Use it to make the afternoon coffee run more productive!
3. You get paid for every package you deliver, earning up \$27,000 per year.

You don’t need delivery experience and there’s no long-term contract. You can even earn a \$1,000 referral fee when a new partner you recommend signs up. Learn more or apply at <https://bit.ly/3JFjloc>

Some recent legislative wins for the beauty business: First, in Alabama, **Governor Kay Ivey** signed **HB 246** into law to adopt legislation to enter the **Cosmetology Licensure Compact**. Arizona **Governor Katie Hobbs** and Kentucky **Governor Andy Beshear** have also signed compact legislation into law. The compact will become active after seven states enact it into law. For more on the compact, see **BIR’s Winter 2023** issue and visit <https://cosmetologycompact.org>.

Future of the Beauty Industry Coalition is partnering with the **Council of State Governments** and the **Department of Defense** to support the mobility of licensed cosmetologists through a new interstate compact. This additional licensing pathway will create reciprocity among participating states and reduce the barriers to license portability and employment.

Governor Kim Reynolds signed **HF 652** into law. This win in Iowa, the state with the highest number of required hours, is significant. The Act reduces the course of instruction for cosmetology and barbering from 2,100 hours to 1,550 hours. It also merges the state’s barbering and cosmetology boards, codifies the current training requirements for esthetics (600 hours) and nail technology (325 hours), and eliminates licensure for individuals exclusively performing blow-dry styling. Learn more and join FBIC for free at FBIC.org.

In Q1 2023, TikTok became the first mobile app to surpass \$1 billion in worldwide consumer spending across iOS and Google Play in a single quarter, according to apps analytics firm Data.ai. The **Honor of Kings** game was second at \$570 million, followed by **YouTube**, at more than \$530 million.

TikTok is something of a unicorn when it comes to its business model. In contrast with most other non-gaming apps, which derive nearly 70% of their worldwide sales from subscriptions, TikTok depends primarily on one-time in-app purchases—many of which are purchased as gifts for friends and family.

But will that continue? The **Protecting Americans’ Data from Foreign Surveillance Act of 2023**, introduced by Senators **Ron Wyden** (D-OR) and **Cynthia Lummis** (R-WY), would task the Secretary of Commerce with determining the kinds of personal data that could harm national security, and also which countries should be blocked from receiving that data. TikTok CEO **Shou Zi Chew** told Congress earlier this year that the company doesn’t store U.S. users’ data on servers in China and that they intend to store all data about U.S. users on servers owned by Oracle.

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watch list

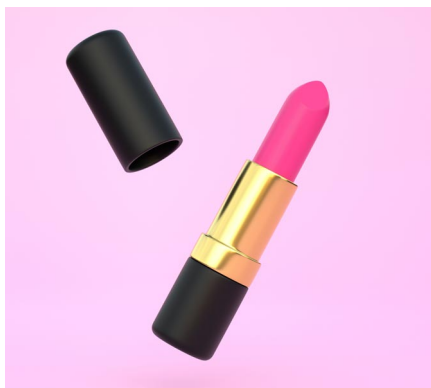


Photo: Andrii Sedykh

Lipstick made of what? Paraffin is the most common wax produced worldwide, and it's often found in cosmetics. But paraffin is made from petroleum, and renewable alternatives are becoming preferred for use in beauty products. So what's the alternative? Researchers at **Western Washington University** and **Woods Hole Oceanographic Institute** hope they've found the next big thing: wax derived from algae.

The scientists were originally trying to create new biofuels from a substance called alkenone, which is produced by certain ocean phytoplankton. They couldn't get the biofuel idea to pan out economically, so they shifted their attention to a more promising market. Now, they've licensed their formulation to a new company called **Upwell Cosmetics** with the goal of commercializing the algae-based wax. The researchers say their invention has the potential to replace petroleum-based waxes in products such as lipstick, sunscreen and deodorant. Read more about how alkenone performs in product trials in the **International Journal of Cosmetic Science**: <https://bit.ly/3NXxSwG>

Debut, a vertically integrated synthetic biology company that is spearheading the creation of high-performing active ingredients in beauty, has raised \$34M Series B in a funding round led by BOLD, the venture capital fund of L'Oréal. Additional investors include **Fine Structure Ventures, Material Impact, GS Futures, Cavallo Ventures, Cultivian Sandbox Ventures** and **ACVC Partners**.

As part of the strategic partnership, Debut will develop novel ingredients and beauty and personal care products, using its proprietary cell-free and biotechnology model, to accelerate the commercialization of this technology across the entire beauty industry. Debut offers full vertical integration capabilities, incorporating ingredient discovery, finished clinically-backed scalable ingredients and brands on shelf, all delivered at unprecedented speed.

Says Debut Founder and CEO **Joshua Britton, PhD**, "Everyday, we are leveraging our team's groundbreaking technology, scientific research and unbridled creativity to lead the biological revolution that will transform beauty as we know it. We harness synthetic biology to create novel and higher-performing ingredients that are not accessible by other means in order to advance product benefits and target unmet consumer needs."

"Debut addresses one of the beauty world's fundamental challenges: driving innovation without the resource-intensity and environmental impact that comes with relying on traditional manufacturing alone," adds **Barbara Lavernos**, deputy chief executive officer in charge of research, innovation and technology at L'Oréal. "Cell-free biomanufacturing is not science fiction: it is here. We could not be more excited to be the first to invest in Debut and partner with them to create stand-out active beauty innovations while protecting the planet."

Debut's proprietary Bio2Consumer platform spans ingredient discovery, cell-free, biofermentation, formulation, clinical trials and brand creation. The platform utilizes cell-free and advanced fermentation

approaches such as continuous biomanufacturing, dramatically reducing the need for space, water, and expensive and unsustainable inputs. In addition to producing rare, high-value, novel compounds, Debut's technology also improves traditional ingredient manufacturing. The platform comprises a proprietary database of over 3.8 million pre-clinical data points to discover new ingredients that address beauty consumer needs. By overcoming the limitations of cell-based fermentation, Debut can produce high-value ingredients rapidly and more sustainably.

"What science allows us to do is understand how nature makes it, and then translate that to an industrially scalable system to provide the exact same molecules that are found in trace amounts in nature using synthetic biology," says Britton. Learn more at www.debutbiotech.com and www.loreal.com.

Genesis Bank has organized and is a founding member of the Beauty Industry Professional Advisors, a consortium of professional business advisors focused on providing comprehensive support for nails and beauty-related businesses. This strategic partnership brings together financial, educational, technical and professional advisory firms to serve the businesses in the nails and beauty sectors, many of whom are minority and family-owned and operated. Additionally, through the **Genesis Bank Institute for Entrepreneurship**, the bank's business incubator and advisory division, business owners engaged with BIPA will have access to financial and business education, technical assistance resources and pathways to capital, to move the diverse nails and beauty industries forward to support their growth and success.

Each advisor offers relevant skills, resources and expertise, with a focus on servicing Banking Services—**Genesis Bank**, Financial Education—**Genesis Bank Institute for Entrepreneurship**, Technical Education—**Advance Beauty College**, Business Law—**The Law Offices of Derrick H. Nguyen, Esq.**,

Employment Law—**The Law Offices of Mike N. Vo**, CPA Services—**Greenfield & Associates LLP CPA**, Tax Services—**In Good Hands Tax Services**; and Insurance Services—**State Farm Insurance**.

Stephen H. Gordon, chairman and CEO of Genesis Bank, states, “As one of only two diverse, multi-racial Minority Depository Institutions in the U.S., our mission has always been to lead with ideas and brain power, through a consultative and advisory approach that is committed to prioritizing the needs of clients and the broader minority communities we serve across Southern California.”

Gordon adds, “Southern California is home to the largest number of nail salons in the U.S., and some of the most innovative, essential, and thriving nails and beauty-related businesses, many of which are predominantly minority owned, managed and staffed. Genesis Bank and the GBIE are committed to bringing forth financing opportunities that are tailored to meet the funding needs of clients, technology-enabled treasury and cash management depository services, and solutions to efficiently support day-to-day operations and build wealth, pathways to access growth capital, access to financial education, and entrepreneurial programming, and direct access to our dedicated veteran team of bankers, professionals and executives that is available for consultation and ideation.”

Tâm Nguyen, chair and co-owner of **Advance Beauty College** and a Board member of Genesis Bank, comments, “As a veteran of the beauty and wellness industry spanning multiple generations through our family-owned and -operated Advance Beauty College, I am deeply committed to be part of this critically important partnership.

“As a nationally recognized brand, Advance Beauty College is looking forward to providing the strategic direction to meet our dynamic times and further elevating the beauty industry. Through my own personal experiences working directly with each of our business advisors, I am confident in our collective ability to deliver hands-on

experience, in-depth knowledge and culturally nuanced expertise broadly in the areas that are strategically vital for the development and expansion of nails, beauty and wellness-related businesses.”

Derrick Nguyen, Law Offices of Derrick H. Nguyen, adds, “For almost half a century, the nail and beauty industry provided economic stability for many families and opportunity for professions in health, law, science and arts. Having proudly contributed as an attorney to the industry’s growth and advancement, I am excited to be a part of BIPA as a trusted legal advisor, and believe this partnership is vital in addressing the legal, professional, and operational challenges faced across the industry.” Visit beautyindustryprofessionaladvisors.com.

trends

It’s the summer of pink! Inspired by Greta Gerwig’s highly anticipated film “BARBIE,” OPI joins Warner Bros. and Mattel in ushering Barbie from the big screen into the real world with OPI Image Barbie the Movie Collection. The nine limited-edition shades (MSRP U.S.\$11.49, CAN \$13.95) tap into



the fun-in-the-sun, dance-all-night, every-day-is-your-best-day themes of the movie, and the names, which were conceptualized with the film’s director and writer Gerwig, channel the film’s feel-good energy.

Central to the collection and Barbiecore trend are four mood-boosting pinks in cream and metallic finishes, including a bold, saturated magenta hue.

The fun summer shades include Bon Voyage to Reality!, a nude pink cream; Every Night is Girls

Night, an iridescent glitter; Best Day Ever, a pink glitter; Feel the Magic, a deep pink cream; Welcome to Barbie Land!, a shimmering pink; Hi Barbie!, a hot pink cream; Hi Ken!, a bright yellow cream; Yay Space!, a shimmering baby blue; and My Job is Beach, a mid-tone blue cream.

“Barbie represents empowerment and inclusivity, which are core values of OPI,” explains OPI Co-Founder and Brand Ambassador **Suzi Weiss-Fischmann**.

Adds OPI Global Director of Color Equity **Jill Bartoshevich**, “The pink aesthetic is a fashion and beauty staple, and this collection’s hero shade, Hi Barbie!—a catchphrase from the film—epitomizes the Barbiecore trend.” The palette of nostalgic-evoking hues offers consumers a taste of escapism with an array of joyful colors.”

OPI Nail Lacquer features a highly pigmented, rich formula for even application without streaking, boasting up to seven days wear when used with a professional service. Visit www.opi.com.

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L'Oréal's Matrix is helping the company outperform the overall U.S. market. It recently introduced Triple Blends (above), permanent hair color that's preblended for predictable results on dark bases.

The hair care category remains the star performer in both Canada and the United States, despite the overall slowdown of the two markets, according to Kline's Salon Hair Care Global Series Report.

While Canada maintained its double-digit growth of 11% in 2022, the United States dropped significantly, from 23% growth in 2021 to only 6% in 2022.

According to the new report, in Canada, the rapid recovery of Quebec and Ontario, the key business regions for most Canadian salon hair care companies, was the main driver behind the market's robust performance. Marketers dedicated their efforts to rebuilding their businesses, resulting in impressive double-digit growth for industry frontrunners, such as **L'Oréal, Olaplex, Kao, Estee Lauder (Aveda, Bumble & bumble et al) and Moroccanoil**. Among the different product categories, hair care stood out as the fastest-growing one, while the hair coloring and hair styling categories trailed behind the overall market's growth.

Brick-and-mortar stores emerged as the best-performing channel, with almost 20% growth in 2022. That was mainly powered by the increase in footfall in department and specialty stores, where consumers sought professional products at lower price points than in salons.

In the United States, inflation pressure and

concerns surrounding a potential economic downturn hampered growth in the salon hair care market. Moreover, the decline in salon footfall further contributed to the market's underwhelming performance. Many consumers chose to extend the intervals between salon visits, opting to purchase hair care and maintenance products from brick-and-mortar stores or through e-commerce platforms, which collectively increased by 12% in 2022. Despite the reduced number of clients physically visiting salons, increased service costs continued to generate growth.

Similar to Canada, hair care remained the main driving force behind the market's performance, while hair coloring exerted a dampening effect in 2022. Among the top five companies, **L'Oréal, Olaplex and John Paul Mitchell Systems** outperformed the overall market, demonstrating their resilience and adaptability.

For more data on 30 markets, refer to the upcoming edition of Kline's Salon Hair Care Global Series report, encompassing an interactive database that features manufacturers' sales, market shares, growth rates and sales channels. Additionally, you can further delve into add-on modules to better understand trending topics such as scalp care and independent stylists, as well as your position in major segments such as hair coloring. Moreover, you can keep an eye on the most important market developments through mid-year updates and Kline's always-on tracking tool. Contact Kristy Altenburg, sales director, beauty and wellbeing, at kristy.altenburg@klinegroup.com. Buy the report at <https://bit.ly/3Xxm1sp>.

The North American salon industry produces 421,206 pounds of waste every day, resulting in 150 million pounds annually, according to Simply Organic.

Beauty shows produce a significant amount, as well. That's why **Questex's International Beauty Show** and the **International Esthetics, Cosmetics, & Spa Conference** recently collaborated with **Green Life Organization**, which provides zero-landfill recycling solutions for the salon industry to help reduce waste at their shows.

GLO, the IBS ribbon-cutting sponsor, placed four types of recycle boxes—hair recycling, mixed recycling, aerosol recycling, flammable recycling—throughout the co-located shows to encourage exhibitors and attendees to recycle the waste produced during the event.

IBS and IECSC's parent company, Questex, has created the **Quest Zero** initiative to help reduce global greenhouse gas emissions for both the company and its events. The initiative allows Questex to drive positive change across the communities it serves and live up to its mission to serve the communities that are helping people live longer and live better.

Elizabeth Fantetti Trevorrow, event and partnership director, Questex Beauty & Spa Group, says, "Together with GLO, we are redefining the industry's approach to eco-consciousness, offering a seamless path toward a greener future."

"As event organizers, we recognize the importance of leading by example. Through our collaboration with GLO, we not only support and educate on sustainable practices within salons and spas but also prioritize sustainability in our own events. By aligning our values, we can collectively reduce our environmental footprint and inspire others to do the same."

"Taking small steps to sustainability will drive a positive impact on the environment. We're on a mission to transform the world of beauty by building a greener tomorrow," adds **Tonya Martin**, vice president of business development for GLO. Visit ibslasvegas.com and www.iecsclasvegas.com.

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FIT defines Beauty in a Shifting Global Landscape: Part 1

Beauty in a Shifting Global Landscape, a two-part study conducted by the Fashion Institute of Technology’s Cosmetics and Fragrance Marketing and Management Class of 2023, examines 1. The Future of the Global Consumer and 2. The Future of Global Talent. This research from the Beauty Think Tank delves into the ways in which the industry will need to adapt to cater to the evolving needs and wants of both consumers and employees.

The cohort completed six months of global research that included quantitative and qualitative studies, field study in India and the United Arab Emirates, and over 100 interviews with leaders and experts across the beauty, banking, higher education, technology, pharmaceuticals, consulting, entertainment, sports, fashion, construction and health care industries.

Beauty in a Shifting Landscape, Part I: The Future of the Global Consumer

Over the next 10 years, growth and longevity in the beauty industry will be hard to come by, as the barrier for entry becomes lower and the landscape becomes even more competitive. Based on surveys, case studies, interviews and data analysis, the FIT students identified three opportunities that will enable brands to identify and successfully engage with the global consumer over the next decade:

1. Opportunity: India as a new global world power: India is emerging as a hotspot with significant long-term potential as an expanding middle class, a disproportionately large younger generation, and strong economic prospects to drive increased per capita spending on discretionary goods. This presents a significant opportunity for businesses looking to diversify their geographic reach, capture new consumers, and mitigate risks associated with relying heavily on a single market.

The students developed a proprietary



The Future of the Global Consumer team leaders Nina Zimmering and Maria Viallette present at the CFMM 2023 Capstone Research Presentation at FIT.

framework they call EPIC to evaluate the country, diving into the socio-economic and cultural factors.

E—Economic opportunities are apparent, as India’s GDP growth for past year was 7%, making it one of the world’s best-performing economies; India is projected to be the world’s third largest economy by 2030.

P—Population growth, as India has surpassed China as the most populous country with 1.42 billion people.

I—Infrastructure, both physically and digitally, including India’s robust investment in transportation and smart cities (\$121 billion through 2024) and the rise of digital infrastructure. India is also the global leader in digital payments.

C—Cultural growth pillars, such as Bollywood, weddings, yoga and Ayurveda, show India’s unique culture of beauty rooted in tradition. The success of these cultural pillars is evident in Bollywood being the second largest film industry in the world.

2. Opportunity: Silver Spender: The growing aging population in developed nations: By 2030, the 60+ age group will encompass approximately 50% of the world’s total population. By analyzing qualitative research and validating it through quantitative data, the students identified this consumer segment as the most under-represented and

overlooked in the beauty industry. The Silver Spenders are not only the fastest growing consumer segment worldwide, but they also hold roughly 50% of the global net worth. As a consumer group that spans three generations and holds a wealth of life experience and lifestyle nuances, brands need to move away from looking at this consumer segment as a monolith.

Recommendations:

- Expand consumer focus and budget to target Silver Spenders, recognizing their diversity and range of experiences.
- Target communication to speak directly to the Silver Spender in media and advertising, as all consumers want to be seen, spoken to and represented by brands.
- Capture cultural movements to increase audience penetration and remain relevant to Silver Spenders and all consumers.

3. Opportunity: Recommender system optimization: Marketing in an AI-driven landscape: Algorithm-driven platforms like Spotify, Netflix and TikTok are changing the way consumers and brands interact. The key to future success is for brands to align with the actions of a platform’s algorithm. Through in-depth research of best-in-class companies that are propelled by recommender-driven personalization, the cohort has identified how brands can best navigate through recommender system optimization or RSO. The cohort recommends these key strategies:

- a. Identify unlikely & strong connections** between brands and cultural moments.
- b. Categorize connections** based on moments (quick to come and go but potentially large payoff and movements that align with a brand’s DNA).
- c. Develop a marketing budget to support the RSO strategy.** The key is to remember that a company’s expenditure is feeding the recommender system and strengthening the connection between the brand and a theme.

Next issue, BIR will cover Part 2 FIT’s Beauty in a Shifting Global Landscape: The Future of Global Talent. Visit fitnyc.edu/cfmm. For more information on FIT, visit fitnyc.edu.

Perfect Corp: AI/AR tech impact consumer shopping

Perfect Corp. (NYSE: PERF), a provider of artificial intelligence (AI) and augmented reality (AR) beauty and fashion tech solutions, held its annual event, **The Global Beauty and Fashion Tech Forum**, in New York City last month. The event brought together industry leaders representing innovative brands across beauty, fashion, retail, technology and media to explore the transformative effects of AI and AR technologies on the consumer shopping experience.

Alice Chang, founder and CEO of Perfect Corp, discussed the revolutionary generative AI technologies that are propelling the digital transformation. The event was sponsored by **Perfect**

Corp., Hue, Obsess and Dash Hudson, and featured engaging presentations and panels from brands like from **Orveon, The Estée Lauder Companies, Coty, Colgate-Palmolive, Elemis** and more. Attendees gained a deeper understanding of how leading brands and retailers are leveraging AI and AR digital innovations to enhance customer engagement, foster brand loyalty and drive sales. Moreover, attendees were able to witness firsthand the profound impact experienced by brands when implementing AI and AR technologies throughout their consumer journeys.

Demonstrations showcased cutting-edge AI + AR solutions, including groundbreaking generative AI tools—**AI Fashion, AI Selfie, AI Avatar** and **AI Hairstyle**—designed to inspire exploration and foster creativity, as well as beauty and fashion tech solutions, featuring the new jewelry virtual try-on that can stack multiple pieces for an immersive experience.

Key takeaways from the Forum

1. The growing importance of generative AI technologies: With the advancements in machine learning and deep learning algorithms, Generative AI technologies are revolutionizing the way we interact with fashion, virtual



Perfect Corp.'s CEO Alice Chang explains how AI and AR can enhance customer engagement, foster brand loyalty and drive sales.

representations and personal style. As these generative AI technologies continue to evolve, they hold the potential to shape the future of fashion, personal expression and digital experiences, leading to a more interactive, inclusive and immersive world.

2. The rapid transformation of the skin care space with AI Skin Technology: AI skin technology is revolutionizing the modern customer skin care journey and significantly enhancing consumer outcomes. By leveraging advanced algorithms and machine learning, AI-powered skin care solutions offer personalized and precise recommendations tailored to individual needs. These technologies analyze vast amounts of data, including skin type and concerns, to provide accurate diagnoses and treatment plans. This level of customization ensures that customers receive the most effective skincare solutions, leading to improved results and enhanced satisfaction.

3. The evolving role of beauty tech in transforming the customer shopping experience: Through the seamless integration of technology and beauty, consumers embark on a hyper-engaged shopping journey. AR tools enable them to virtually try on makeup, experimenting with different shades and styles

without ever leaving their homes. This immersive experience allows for personalized, confident decision-making, reducing the uncertainty associated with purchasing beauty products online.

4. The Impact of AI Technologies on Advertising, Marketing & Social Media: By harnessing the power of AI and AR, businesses can offer customers an immersive and personalized experience that goes beyond traditional marketing strategies. Virtual try-on enables consumers to visualize products, such as accessories or cosmetics, in real-time, enhancing their purchasing confidence and reducing the need for physical sampling. This

innovative approach not only saves time and resources but also helps minimize returns and waste, contributing to more sustainable practices.

5. The role of AI personalization in modern shopping journeys: Whether it's recommending relevant products or delivering personalized customer service, AI-driven personalization empowers brands to deliver a tailored experience that not only increases customer satisfaction but also fosters long-term loyalty, because each customer feels seen, valued and understood.

"Consumers crave unique and immersive experiences that seamlessly blend the physical and digital realms. Generative AI, along with beauty and fashion AI & AR technologies, are playing a pivotal role in meeting those evolving expectations," said Perfect Corp. CEO and Founder Alice Chang. "Through the seamless integration of AI and AR, we are revolutionizing the way people experience beauty and fashion, offering personalized and immersive solutions that resonate with modern tech-savvy consumers."

To watch the replay, visit <https://www.perfectcorp.com/business/global-beauty-tech-forum>.



THE KIRSCHNER GROUP, INC.

AS THE WORLD'S LARGEST Beauty Manufacturing Sales and Marketing Organization, we operate with a team of 60 International and Domestic Sales Executives.



IMMEDIATELY EXPAND YOUR SALES TEAM!

WHERE WE SELL

WHERE WE ARE

Sales coverage in:
 All 50 U.S. States
 Canada
 Europe
 Asia-Pacific/
 Middle East
 Central America
 South America



WHAT WE DO

The Kirschner Group Team manages all of your sales needs by finding new distribution where it is necessary. With our focus and attention to detail, we will elevate your sales with existing customers. Our representatives live locally; understand their markets and help guide brands and distributors to achieve successful results.

BENEFITS OF PARTNERING WITH THE KIRSCHNER GROUP

<p>BROAD REACH</p> <p>World's largest & most geographically comprehensive team of sales experts in the beauty industry.</p> <p>Sales reps with far-reaching connections and the ability to develop the best relationships for you.</p>	<p>COST SAVINGS</p> <p>Using professional sales reps increases sales at a fraction of the cost of employees and is the most cost-effective way to grow your business.</p> <p>Commission based compensation rewards business growth.</p>	<p>SALES SUPPORT</p> <p>A global team that knows what each market requires to achieve success.</p> <p>Processes and procedures to allow easy transition of new manufacturing partners.</p>	<p>CUSTOMER SERVICE</p> <p>Order tracking, call center availability to store level training and merchandising.</p> <p>Utilization of CRM and order processing systems.</p> <p>Core competency focus and the support of a world class sales team.</p>
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Attention Distributors: Change your mindset and make more money

Over the past 20 years, professional beauty business distribution—and distribution across most industries—has been in a state of major transition. From roll-ups and acquisitions, to automation and digitalization, the upgrades have made distribution companies more efficient and more systematized—but only when the distributors have the resources, finances and know-how to keep up. Add in the changes in the customers themselves from full-service, market-leader salons to independent beauty pros, barbershops and spas—and forming those personal relationships that distributors and DSCs have built to drive their businesses for generations can be almost impossible.

All of those changes require a complete change in mindset, on top of a huge investment in resources, training and people, and a larger infrastructure than ever before, leaving many companies scrambling to keep up. In addition, those same barriers have prevented new entrepreneurs and independent sales reps from scaling their businesses. So what's the solution?

Enter **Serious Beauty Professionals**, a new company started by beauty business distribution veteran **Noah Wilson** that is providing all the infrastructure a distributor needs, from 3PL services and more than 50 brands ready to sell, to warehousing, education, accounting, training and more, allowing the distributors to focus 100% on what they do best—selling and helping their customers grow.

Beauty Industry Report has had the pleasure of getting to know Noah over the past year, and we are intrigued by his new vision. We know that our audience will find this innovation fascinating.

BIR: Welcome, Noah. Please share your family's story.

Noah Wilson: Thanks so much. My father started **Ron Wilson Serious Beauty** in 1977 as a Nexus distributor in Northern California and Northern Nevada. He was the first distributor in the world to sell \$1 million of Nexus in one year. Back then, that was a HUGE number. As the industry started to change from the mid-90s into 2000, he expanded into multi-line distribution.



Noah Wilson, CEO of Serious Beauty Professionals, is helping distributors and DSCs change their mindset to navigate the new landscape with an array of services such as 3PL, warehousing, shipping, accounting, marketing and more, so they can focus on what makes them money—selling.

I joined the business in 2009 and worked every position from purchasing to warehouse management to field sales. In 2013, we expanded into Oregon, Washington and Idaho, and my wife Fabiola and I moved to Portland to develop the sales force, returning to Nevada in 2017. That same year, a brand we had built from zero in our territory, decided to go co-distribution. Sound familiar?

That was the catalyst for Serious Beauty Professionals. We asked ourselves, "How can we create a system that can better protect distributors and allow them to scale with the manufacturer, so the manufacturer can accomplish their sales goals without taking sales away from their distributors?"

BIR: That's fascinating. Tell me more.

NW: Over the past 10 years, I've observed major changes and new challenges in the marketplace on three levels—1. how distributors' salon customers operate and purchase products, 2. how brands market their products, and as a result, 3. how distributors must evolve in order to keep pace with the changing needs on both sides of the equation.

I was determined to help streamline the process by creating a new system that makes it easier for brands and distributors to work together while increasing their profits in order to help salon owners and beauty

professionals delight their clients with results-oriented new services and innovative retail products and earning a profit in these challenging times.

BIR: Tell me about your vision.

NW: Simply put, we blew up the traditional model, not to destroy it, but to build it back stronger and more beneficial than it had ever been to both sides. My vision was to build a multi-faceted infrastructure that could provide distributors of all sizes—from independent DSCs selling to key salons to a more traditional model with 20 DSCs covering several states—with 360-degree support.

Our services to distributors include:

- third-part logistics (3PL)—a new concept for the distributor
- warehousing on both coasts
- a national sales force
- inventory management
- drop shipping to customers
- accounting, bookkeeping, payroll
- education to DSCs and salons
- marketing, public relations and social media marketing
- and so much more!

Over the past several years, I have assembled the right team of specialists in all of these fields, with more than 150 years of experience combined, and built the infrastructure to launch the program to six



Ron and Noah Wilson at the launch of Serious Beauty Professionals.

distributors and growing. Instead of investing in overhead for each of those services, the distributor or independent DSC partners with us and uses as much of our service portfolio as needed.

BIR: How did the launch go?

NW: When we launched the “Collective” in January 2020, distributors were eager to come on board and the buzz built quickly. Then, COVID-19 shut our industry down. That crisis expanded the need for our infrastructure and systems rapidly. We were ready to go at full speed when the industry re-opened with the need to be leaner than ever.

BIR: I know most brands use 3PLs, but I’ve never heard of distributors doing that. Is that new?

NW: You’re right. This is extremely new to wholesale distribution in any industry. It’s a change in mindset: We’ve always thought of distribution as shipping, but distribution is sales. I predict our Collective concept will be a growing trend across all distribution. Distributors make money on sales, so time spent on everything else detracts from generating revenue. We can do “everything else” for you. Plus, we have the technology to get the product to the customer faster without extra costs.

Finally, we remove all risk from trying a new brand. Traditionally, if a distributor buys into a brand and it doesn’t work, it can take several years and thousands or millions of dollars to get out. With our Collective, since the distributor isn’t buying inventory, there’s no risk. Imagine the possibilities!

BIR: How can distributors and independent DSCs join the Collective?

NW: We offer two easy options. 1. Contact me and start selling—you have automatic access to brands across all categories in our Collective from hair to barbering to skin to nails to tools and more. We will set you up, provide training and you’re ready to go.

10 BIG Advantages to working with SBP for Distributors

1. Allows you to focus on what earns you the largest profits—Selling!
 2. Gives you much more control—and predictability—over your business/bottom line.
 3. Helps you scale with no extra investment.
 4. Increases your footprint and sales, while decreasing your costs.
 5. Provides a portfolio of more than 50 brands to sell, depending on your location.
 6. Puts SBP’s economies of scale to work for you, saving you thousands of dollars per month on shipping, warehousing, accounting and more.
 7. Minimizes overhead costs, including labor unrelated to what earns you profits—Selling!
 8. Lets you focus strategically on your customers.
 9. No more 3 a.m. emergencies at the warehouse or days products can’t be shipped because someone calls off.
 10. Understands your challenges intimately—and knows how to solve them.
- Remember: Distribution equals sales.**



Serious Beauty Professional’s 20,000-square-foot West Coast warehouse. The East Coast facility will open shortly.

You have the option to join our 3PL. It’s not a requirement, but it’s the most profitable option.

We give our customers the convenience of one order, one credit card, one shipping charge and package—instead of three orders and three charges from three different places.

You can also fill out your current portfolio. If you have three lines but don’t want to invest in the inventory needed to sell tools or hair extensions, you can sell our brands without paying for or warehousing the products. You also don’t pay shipping, because we drop ship right to your customer, who pays for both.

BIR: Tell us about the decision to expand the channels you offer, and how you do that without hurting the distributor?

NW: It reflects the needs of the marketplace. We have built strategic partnerships with people we trust in various channels. Those relationships allow us to sell only brands who so desire into big box retail, Amazon, marketplaces and more in a way that’s above board and protects the professional channel, while giving the brand the unlimited potential to grow. We maintain our MAP policies and require that any promotions or special deals come directly from the manufacturer. It allows the brand to access multiple sales channels with very little up-front costs and the confidence that these sales will end up in the targeted channels.

As brands become more popular, they need to grow to maintain their sales growth. With our new approach and our experienced team, we can offer brands that path to maintaining sales growth and expansion into new markets and sales channels of their choosing.

Noah Wilson is eager to speak with distributors who are interested in exploring how Serious Beauty Professionals can benefit them. Reach him at nwilson@ronwilson.com. Visit www.seriousbeautyprofessionals.com.

The Kirschner Group brings you a world of difference

The Kirschner Group is the largest manufacturers' sales and marketing agency in the professional beauty business. With 33 full-time sales reps in the United States and 25 salespeople internationally, the California-based agency covers all territories in North America plus six continents around the globe.

Founder and CEO **Harlan Kirschner** guided his agency through the COVID-19 era to reach this period of new growth for the beauty business both domestically and internationally. Today, his firm is providing many global beauty manufacturers with representation in the professional, retail, prestige and international markets. **Beauty Industry Report** recently sat down with **Kirschner** and his management team for our yearly update, and we are pleased to share our conversations with **BIR's** audience.

BIR: Welcome, Harlan. COVID-19 posed such challenges to the beauty business from the manufacturer to the distributor to the salon and all the way to the end consumer. How did your company navigate through this crisis?

Harlan Kirschner: We had to pivot quickly. Many companies were laying off and furloughing their workers, but we did not lay off a single employee. We developed the idea to sell sanitizer, masks, gloves and other PPE products to our industry, so that salons and stores could stay open safely and commerce could continue. In fact, we sold millions of dollars in sanitizer monthly and had small, single-digit growth during the COVID era, as PPE products were highly profitable.

BIR: How do you see the industry rebound playing out now?

HK: Many of our channels have grown and prospered. Many customers developed their



Harlan Kirschner



from left: The Kirschner Group's Paola Rezzara, Scott Viola, Harlan Kirschner and Chris Crellin, join Kendall Jenner to launch her hair tools line in Ulta.

own online businesses both on Amazon and on a direct basis. Consumers did not stop buying beauty products, they simply switched their buying habits. On the flip side, many OTC stores struggled and even closed, as a result of high rents and less foot traffic. To stay ahead of the evolution, we use analytics to follow the shopper and make sure the products we represent are available to consumers where they choose to shop.

BIR: I've seen you at most of the trade shows this year. What are you seeing?

HK: Trade shows are an important element of a healthy industry, as networking, education and showing new products are vital for growth. Our management team historically attends over 100 trade shows a year around the world, and I personally visit 20 to 22 shows per year. In 2023, attendance seems to be at about 80% of pre COVID-19. With **Informa's** acquisition of **Cosmoprof North America** and the **Premiere Group**, I expect the shows to be reinvented with social media, influencers, commerce and technology hubs.

BIR: You have been involved with many industry organizations over the years. Please tell us a bit about that,

HK: I have been incredibly blessed to serve as a board member for the **American Beauty Association** and **Beauty and Barber Supply Institute**, which merged with others into the **Professional Beauty Association**. I served on the board of PBA for well over 20 years. My most fulfilling achievement was chairing PBA's Manufacturers Leadership Council and creating the PBA's Annual Executive Summit. I am currently chairman of the **City of Hope "Spirit of Life"** event, which has been the industry's chosen charity for over 30 years and am a previous Spirit of Life honoree.

BIR: What is your vision for your company?

HK: To be the finest sales organization across all industries—not just beauty.

BIR: What is your mission?

HK: TKG offers global representation servicing the United States, Europe, Asia, Latin America, Canada and the Middle East. We launched our international division over 20 years ago with the acquisition of **David Wickes Agencies** in Canada. We understand the professional and retail beauty industry, its needs and trends. Our mission is to set a standard and represent the finest manufacturers in the beauty industry.

BIR: What is your company's greatest accomplishment over the past five years?

HK: TKG is the only beauty sales agency that services all professional distributors, beauty retailers, prestige markets, department stores, mass, drug and grocery globally. We have 33 full-time U.S. sales representatives and 25 internationally. That along with 11 retail sales representatives and 12 customer service and office team members makes us the largest rep organization in the beauty industry. Having seasoned professionals globally allows us to be unique and powerful.

BIR: How did COVID-19 change how consumers buy beauty?

HK: When companies like Ulta, Sephora, department stores, beauty retailers and salons got shut down for many months, consumers gravitated to Walmart, Target or drug or grocery stores to buy their beauty products. The other big winner was Amazon. We now see the business going back to brick-and-mortar stores, although online selling is still a major piece of the business globally.

BIR: You have an interesting Amazon story.

HK: Nine years ago when Amazon wanted to enter into the beauty channel, their management team attended ABS, and we invited them to attend a PBA board meeting. **Kevin Otero**, who was then with P&G Beauty, and I worked with them to develop programs for distributors and manufacturers to work with Amazon effectively. Recently, I agreed to consult with Amazon to further develop

programs to benefit our distributors, manufacturers and our industry.

BIR: That's a lot to manage. How do you keep track?

HK: The secret sauce is in management, strategy, infrastructure and accountability. Our goal is to represent the No. 1 or No. 2 manufacturers in each segment of the business. We look for synergistic companies that make us truly valuable to our customer base. We lay out goals and objectives with our manufacturers and then hold our sales team accountable for reaching their targets.

BIR: Who are the key members of your management team?

HK: **Paolo Rezzara**, who is president of The Kirschner Group, leads our international team. He was born and raised in Italy and knows the European and international markets. **Jay Halaby**, who owned a sales organization we acquired, manages the domestic professional sales team. **Scott Viola** manages our retail channels, including prestige, department stores, QVC/HSN, mass, drug and grocery. **Sally Remigio** runs internal operations with **Karen Piolatto**, who oversees accounting and commissions. Sally and Karen have been with us over 20 years!

BIR: What are your plans for 2023/2024?

HK: We plan on growing our domestic business by servicing our distributors and retailers more effectively, developing more enticing store offerings, adding personnel, technology and infrastructure.

We provide our sales reps with advanced technologies, analytics and strategies to enhance their selling skills, along with ongoing training. We have taught our team how to manage their e-mails, sales meetings, Zoom presentations and personal customer visits to maximize their effectiveness. We constantly review what we do and assess if it still makes good business sense.

We have been operating in an uncertain economy for some time, and personal relationships along with face-to-face selling becomes more critical in turbulent economic times. People really do buy from people they like, and buyers have numerous choices these days. I also see great growth on the international portion of our business, as everybody wants products made in America.

BIR: What's your biggest challenge?

HK: I really enjoy that we are constantly challenged to come up with new and creative solutions. I recently read that the technologies that will drive our business in 5 years are yet to be invented. TikTok, Instagram and Artificial Intelligence can all be leveraged for growth and expansion.

BIR: What would BIR's readers be surprised to learn about your company?

HK: How hard manufacturers' reps work and the long hours they put in. We have some of the most talented and motivated employees in the industry and are truly making a difference. I feel blessed to have such great folks to work with.



The Kirschner Group at Cosmoprof North America (from left): Augusto Rodrigo, Giannina Salazar, Ron Kothari, Roberto Duque, Tobias Olsson, Harlan Kirschner, Paolo Rezzara, Andrea Rosa, Lucy Aghani, Luca Maraschini, Enrico Dellara and Edward Valentine.

The Kirschner Group cont. on page 14

The Kirschner Group cont. from page 13

BIR: We are joined by Paolo Rezzara, president and international sales director. Welcome, Paolo. What's your history with TKG?

PR: I joined TKG International in 2005, which marked the beginning of our expansion with a focus on professional brands. I vividly recall our initial presentations with **Pureology** and other brands that were eager to expand their reach beyond borders. We began to expand into retail, e-commerce and even TV shopping channels in select countries. While we have diversified our channels, our primary focus remains on professional and retail distribution.

We now boast a team of 25 international representatives strategically located in key markets and fluent in 16 languages. Our proximity to our accounts, shared culture, language and frequent customer visits have been instrumental in establishing strong relationships with top international distributors and retailers.

BIR: What are your strongest markets?

PR: Our largest international macro area remains Europe. Latin America is also performing very well, as we have expanded our retail and professional distribution network with our American and Brazilian brands. Additionally, we are seeing rapid growth in Australia, Thailand, Vietnam and China. China is a priority market for us and we have a dedicated local Chinese-speaking agent and several distributors for cross-border and in-store distribution.

BIR: What is the market asking for today?

PR: The essential buzzwords are natural, organic and sustainable. As we search for product lines to add to our portfolio, we prioritize brands that meet those criteria, knowing that professional salons and retailers are seeking them out. Additionally, it's crucial to partner with brands that have a strong



Paolo Rezzara



The Kirschner Group at Cosmoprof Bologna (from left): Tobias Olsson, Ron Kothari, Silvia Macolino, Luka Sebenik, Paolo Rezzara, Enrico Dellara and Jon Appleby.

social media presence and can connect directly with customers.

In terms of social media strategy, we've noticed a shift from top celebrities to influencers with high engagement rates, even if they have fewer followers. The more relatable an influencer is to their audience, the more credible they are and the more they can impact sales. Short videos are popular, with TikTok the leading platform for influencing customer purchasing decisions.

BIR: Do you offer private label?

PR: Definitely! We can produce an extensive array of liquids, gels and aerosols, as well as electric and non-electric hair and beauty tools, furniture and accessories for salons. We offer versatile products for either professional or retail channels, utilizing various technologies and packaging options.

BIR: Are there challenges to selling your brand to international customers?

PR: Various countries have specific local registrations and other requirements that must be thoroughly assessed. Our expertise and experience enable us to provide our brands with a comprehensive turn-key solution, encompassing strategic market analysis, registration assistance, packaging modifications, 3PL warehouse logistics, international trade show representation and more. Being well-prepared for international expansion ensures that a brand can achieve cost-effective business growth and avoid common mistakes that may hinder entry into a particular market.

BIR: Let's welcome Scott Viola, president of the U.S. and Canadian retail division. Hi, Scott. How did you join The Kirschner Group?

SV: I've been working with retailers for over 30 years in managerial roles in Food, Home Goods and Beauty. I was with Helen of Troy for 12 years, and that experience helped me to establish many wonderful relationships. One of those was with Harlan, who managed our professional business. After Helen of Troy, I worked with a couple of beauty start-ups, and

Harlan and I stayed in touch. We both believed that there was an exciting opportunity to take beauty brands to the specialty beauty and retail channels. Nine years ago, TKG formed the retail division and we continue to grow with professional beauty brands that are interested in expanding with key retail partners.

BIR: How does your team do that?

SV: Our team is a mix of sales managers and co-brokers with extensive knowledge in all retail channels, including prestige beauty, mass, drug, grocery, television shopping and Amazon. We closely analyze brands to make sure they are well prepared for retail. Considerations include a founder story, natural and clean ingredients, sustainable packaging and the financing to drive positive growth. Also, their marketing, public relations, social media, positive reviews and new product introductions are all very important.

BIR: Do you believe that beauty will continue to grow in the retail channel?

SV: Our specialty beauty and retail business will continue to grow, as companies continue to look for ways to expand their customer base. Partnering with a company like



Scott Viola

TKG with strong relationships and knowledge of the customers is very beneficial for both major manufacturers and indie and new brands. Also, retailers prefer having direct relationships with brands, and our team works hard to strategically put those partnerships together. Retail beauty has seen double-digit growth, and we believe this will continue.

BIR: Look into your crystal ball for us.

SV: There are so many more brands competing today for the extremely valuable space on a retailer's shelf. We understand the pillars to success put forth by the retailers, as well as the analytics of the industry and specific categories, so when we strategize and prepare the brand, the information we share is creative and informative.

BIR: Jay Halaby is vice president of the professional division for the United States and Canada. Hi, Jay. Please tell us about the changing dynamics in the professional division?

JH: Professional beauty is always evolving. In the past, the concerns were that new customers such as Sally Beauty or Ulta would take over the industry. While those now partners are major players, professional distributors and beauty stores still thrive. New concerns are Amazon, online sales and the continued growth of retailers such as Target, CVS, Walgreens and others who are now offering pro beauty products and impacting some professional beauty stores and distributors. Professional distributors must adapt, find new niches, invest in their businesses, service cosmetologists and develop their own online platforms.

BIR: How has the salon suite concept affected the overall business?

JH: Seasoned stylists who have a mature book of business have always left the salon. That is how booth rental started. Suite rentals are an expansion on that concept. That, of course, brings many challenges. Traditional salons have lost many seasoned professionals, and the slower traffic has an effect on salon retail sales. Distributors now have a different challenge selling to those stylists, as a DSC cannot just pop into a suite like they did into full-service salons. In addition, new professionals coming straight out of school have a challenge building their books.

Distributors are changing to a platform of stores and online sales to service the suites and cutting back on DSCs. It's a new challenge, but I am confident that the industry is adapting and will overcome.

BIR: What is your plan to expand and grow the professional business at TKG?

JH: Diversification is key. While most companies are really good in one category of the beauty industry, our goal is to be strong in full-service professional distribution, barber business, nail supplies, ethnic stores, re-distribution,



Jay Halaby

online distribution and spa distribution. Not only does that balance and protect our business as select markets struggle, it also creates opportunities. In today's environment, we are finding these channels blend into each other. We find nail supplies expanding into barber and the pro hair salon business, and everyone is creating an online business. As an example, our barber lines and hair color lines have a new customer base. Similar crossovers are happening in other channels, as well.

Canada was slower to come out of COVID-19 but is now coming on strong. We have the same channels and opportunities in Canada with our amazing three-person sales team. There is major opportunity for growth.

BIR: With the changes in the industry, are sales organizations like TKG needed?

JH: More than ever—and the brands we work with understand that. In today's beauty industry, manufacturers are limited with personnel. Finding good employees who can travel is more difficult than ever, and the cost of traveling is more expensive. We solve those problems. We know the industry, have intimate knowledge of our customers and their businesses, and we are already in the field to service them. Our manufacturers work closely with us, and we can scale their businesses immediately for a known cost, increasing their bottom lines.

BIR: Any final thoughts?

JH: This is not the same industry we have known for years. We must change with the times to understand where the market is headed to continue to build our professional business. You have to get out in the field, understand your customers and their businesses, and look for new opportunities. Customers depend on us to advise them. Our brands depend on us to guide them. We will continue to make more customer visits, attend more trade shows and events, and invest in our business to provide them with the best service possible.

BIR: Finally, we welcome Sally Remigio, director of operations. Hi, Sally! What makes an outstanding support team?

SR: I break it down into five pillars:

1. **Grit**—resolve; strength of character.
2. **Goals**—A team is made up of individuals who are generous in helping others. They will go the extra mile, not taking short cuts but providing excellence in everything they do. The common goal is to provide the best quality of service and care about the quality of work.

3. Relationships—with one another, our vendors, customers and sales team. We care about one another and help each other.

4. Innovation—constantly striving to find the most effective and efficient solutions. Out-of-the-box thinking creates newness and is the engine behind a world-class sales team.

5. Technology—Partnering with software developers and companies to help us achieve our goals to be set apart and break the mold.

The sales channels and support team work hand in hand, and a successful and strong partnership internally creates a strong foundation for providing outstanding service to our internal team and external customers.

For more information, contact Harlan Kirschner at harlan@kirschnergroupp.com or Paola Rezzara at paola@kirschnergroupp.com. Visit www.kirschnergroupp.com.



Sally Remigio

Edward Logan to rally ISBN and industry around unity

The professional beauty business from manufacturing to distribution to salons, spas and barbershops gets its power and passion from families, who have steered their legacies from founding through growth and finally to iconic status. One example is the **Logan family**, founder of **Sport Clips Haircuts**, who has not only provided careers for tens of thousands of stylists over the past two decades, but has championed important industry issues from licensing mobility to securing a Tip Tax Credit for all salon owners to add directly to their bottom lines.

While founder and chairman **Gordon Logan** served as president of the **International Salon Spa Business Network** more than a decade ago, today, the industry's generational shift continues, as his son **Edward Logan** steps in to lead **ISBN** through changing times.

Beauty Industry Report has known Edward for a couple of decades and has enjoyed watching him become the dynamic leader he is today, so we are especially delighted to share this interview with our audience.

BIR: Welcome, Edward. How did you get to where you are today? What is your journey to president/CEO of Sport Clips?

EL: I started my professional career in management consulting, but I grew up in salons (even before **Sport Clips** existed), and my mom is a hairstylist, so hair has always been in my blood! I returned to Sport Clips 13 years ago, delivering some of the same tools and processes I used in consulting, with my core job being leading one individual company-owned Sport Clips store. By

producing results, I earned the right to take over all the company stores eventually, growing them, then taking on franchisee support and helping them create the same kind of results we had. I added one department to my responsibilities at a time over a few years before transitioning into my current role.

BIR: Tell us about you personally.

EL: I am blessed with a wonderful family, wife Christy, 6-year-old daughter Mackenzie, 4-year-old daughter Cayman, and one more (girl) on the way. Girl dad all the way!

BIR: You will be the youngest president of ISBN. That's quite an accomplishment! Why is this the right time to step into leadership?

EL: I have been fortunate to have a ton of exposure to business, the beauty industry and ISBN, in particular, over many years. I believe this is the right time for me to serve ISBN in this way, because I see a confluence of factors aligning, and it is an incredible time for progress in our industry. I see more alignment among trade associations than ever before. I see the industry understanding how to achieve regulatory and legislative progress. I would say 95% of the industry agrees on 95% of the issues, so I see an opportunity to align around key objectives and achieve them.

BIR: What are your big initiatives for ISBN?

EL: Specifically, ISBN is focused on:

1. Passing 45B Tip Tax legislation, which would put \$10,000 per year on average to the BOTTOM line profitability of every salon in the U.S. We have a much better understanding of how to achieve that than we did even a year ago and are very appreciative of the increased support across the industry to fund and drive this important initiative.

2. Supporting FBIC (Future of the Beauty Industry Coalition), which is focused on removing barriers to license mobility between states with an emphasis on the interstate compact, so that existing licenses become much more mobile between states.



Edward Logan tells attendees at ISBN's Annual Conference that now is the time for all segments of the industry to rally together.

3. Bringing data to the table to understand our industry better. First up is a new partnership between ISBN and **Qnity** to conduct a **Compensation and Career Opportunities Study** for 11-plus unit salon brands to demonstrate the compensation stylists achieve in successful brand and the many career opportunities available, which are massive but often underappreciated.

4. Bringing new energy and fresh collaboration to ISBN and the industry via new or refreshed partnerships and communications with the many trade associations and segments of the industry, including cosmetology and barber schools, and analogous industries like massage, wax and nails, which have grown dramatically and have much in common with us.

I recently had a wonderful, collaborative conversation with Sydney Berry of the Professional Beauty Association and found some new common opportunities. What a wonderful leader Sydney is! We in the industry (and analogous industries) have so much in common, and I see us all benefitting by joining forces and finding common ground.

BIR: Why is this an important time for multi-unit salon, spa and barbershop executives to join ISBN?

EL: The timing right now is actually incredibly important. NOW is the time to become a part of the movement on key legislation that will directly benefit your business. 45B Tip Tax has a lot of momentum and needs your engagement today. Same with FBIC and the Interstate Compact, which we hope to have in place officially around the end of 2023/beginning of 2024. Your voice with state and federal legislators is one of our most important tools in these missions.

Taking action is critical. We have the resources to help people do that without having to learn from scratch. We can even help you directly. Now is the time to boost the energy and collaboration, and the best way for multi-unit salon, spa and barbershop companies and their franchisees to do that is to join ISBN, get in the loop, participate and contribute, get engaged, join a committee and more. It is a great organization that builds lifelong relationships while making an impact.

BIR: Why is this an important time for product companies and service providers to get involved with and support ISBN?

EL: We're all in this industry together, and we have amazing relationships with brands/product companies. We have seen amazing support, alignment and contributions from key suppliers to the industry. Owners/founders/leaders of those organizations truly care about this industry. Much more than just as businesses! The beauty industry is a life, and many leaders exhibit that.



At the 2023 Annual Conference: ISBN's Executive Director Jessica Iturralde, Loma's Christine Cole and Edward Logan.

BIR: What are the biggest issues facing the Professional Beauty Business and how is ISBN addressing them?

EL: Regulation and legislation. There are two immediate threats. The first—the threat of inaction—is the most dangerous. Pushing now when the energy and momentum is strong to get 45B Tip Tax regulation passed, and the national interstate compact for licensure in place can happen, but only with strong commitment and action by many. The flywheel has started gaining a lot of momentum, but there is much more to be done. All of this will improve the beauty industry landscape dramatically for everyone from stylists and barbers to business owners, to suppliers and product companies.

The second is increased attention and regulation of our industry, which has been building for some time. The new gainful employment regulations will dramatically impact the schools and, therefore, future licensees. Mutual industry-wide success under these regulations (and/or the regulations that arise in the future) will require increased alignment, collaboration and adaptation. Schools and salon brands are critical to each others' success, and I would love to assist in driving more collaboration in this area.

BIR: What's the best part of working in the professional beauty business?

EL: The lives we are able to improve. I see our business and the whole industry as a massive chain of win-wins. The stylist/barber and client relationship is much deeper than a transactional service and is the essence of what makes the magic in this industry. Careers—salon owners, educators, product company founders and many more—are built one growth opportunity at a time. They all started out by falling in love with this industry and taking advantage of those opportunities.

BIR: What's next for Sport Clips?

EL: We are focused on being the best we can be. Similar to many organizations, we are staying agile in adapting to client and stylist/barber needs, desires and lifestyles, and adapting technology to our business. We are a franchise organization, so franchisee relationships and unit-level



An industry legacy: Edward Logan (left) with his father Gordon, who also served as president of ISBN more than a decade ago.

economics are key. Focusing on business fundamentals and execution is important, but culture is king, so staying true to our core values and focusing on people plays a foundational role in all we do.

BIR: What's a book or podcast you recommend and why?

EL: LOTS! I read a book a week on average, and listen to a podcast almost every morning. All leaders are readers/learners. No matter how you prefer to absorb information, podcasts, books, articles, networking etc., constantly learning is critical to success.

One book I recommend is the **10X Rule**. The essence is set huge goals and then apply massive effort to achieving them. You might or might not achieve a huge goal, but you will absolutely achieve more than if you don't aim big and tackle it with all you've got.

The next ISBN Conference is scheduled for April 8-10, 2024, in Tucson. For information on joining ISBN, reach President Edward Logan at edward@sportclips.com or Executive Director Jessica Iturralde at jessica@salonspanetwork.org. Visit www.salonspanetwork.org.

ISBN: Where business gets done for multi-unit salons

The **International Salon Spa Business Network** is the only professional association for owners and key executives of multi-unit salons, spas, barbershops and wellness service business and the franchisors of those concepts. Collectively, ISBN represents:

- More than \$15 billion in annual revenue
- 91,000 employees
- More than 15,000 locations

This year, members gathered in Coral Gables, FL, to discuss how to elevate their businesses, their people and the industry.

President Scott Missad opened the two days of networking and learning with this assertion: “Our members are strong, and we are successfully beating the challenges of the past few years. Now, the content shared at this Conference will help us collectively elevate our businesses, our people, our industry and our communities, so that every day is better than the day before and we can help our people realize their dreams. This industry has given me opportunities and relationships than I could have never dreamed of, and our shifting future is bright. Get uncomfortable and ready to make change!”

Added **Edward Logan**, president-elect, “We’re here to honor the past, celebrate the



from left: Hello Gorgeous Salons' Julie Gurk, Studio of Elegance's Henry Pelusi and Hello Gorgeous Salons' Tony and Lisa Fiorentino.

present and build the future together. Many of us are competitors, and yet, we work together to help our industry, our companies and our people simultaneously. Momentum is surging and NOW is the time to take action, drive new energy, build our membership and collaborate with our colleagues and with analogous industries.”

During the Government Relations panel, **Frank Zona**, chair of the government relations committee and owner of **Zona Professional**, said, “My company is one of the smallest ISBN members, and yet, I don't feel that different from Edward. We all face the same issues. Please remember that government relations is advocacy NOT politics.”



from left: ISBN President Scott Missad with Board Members Jayson Rapaport of Birds Barbershop and Debbie Miller of Boulevard.



right: Gould's David Gould with AG Hair's Kara Monro, Karla Cheon and Graham Fraser.



The “Big Ideas” Panel (from left): Scott Sharkey, founder of Sharkey’s Cuts for Kids, who’s on his way to 150 salons: “Technology like Tippy helps ensure stylist retention, thanks to higher tips paid in real time.” Ulta’s Nick Stenson: “If you spend more time focusing on retention, achieving your hiring goals becomes that much easier.” JCPenney Salons’s Michelle Selva Bondiotti: “We recruit not to hire but to retain. Benefits that service providers’ demands have changed, with the most desired today being scheduling flexibility.” right: Clara Osterhage of RLO, INC. dba Great Clips, who has 700 stylists over 80 units: “Go back to basics and focus on your people’s well-being.”

One important issue is the industry compact. **Future of the Beauty Industry Coalition’s Leslie Roste** explained that the compact allows a licensed cosmetologist to work in any other state that’s a compact member. Think of it like a driver’s license—if you are licensed in Ohio and vacation to Florida, you can use your Ohio license to drive while there. (See pages 3, 16 for more info.) while allowing states to retain autonomy in the most controversial areas—hours, types of education and testing.

Keynote speaker **Dan Thurmon**, author of **Off Balance on Purpose**, which emphasizes embracing uncertainty and initiating change, and founder/president of **Motivation Works, Inc.**, said that life and work are about balance, but balance isn’t what you get, it’s what you do. “You’re not balanced. You’re balancing—making constant adjustments, managing focus from one moment to the next,” explained Thurmon. “Move your focus to where it needs to be, as opposed to having it pulled from you.”

As an example of focus, he invited the audience to balance peacock feathers on their hands. “Out of uncertainty is the opportunity,” said Thurmon, echoing Missad. “Lean in and go off balance on purpose. Always look up. Stay focused. Balance. These experiences let you transform. Out of difficulty comes the clarity and understanding. “Change is happening so fast. Race to see how courageous you can be,” he concluded. “We are not in a recession yet,” said



left from left: Gene Juarez’s Katie Trent with Kao’s Jamezell Ottinger. right from left: Haircuttery Family of Brands’ CEO Eric Bakken, FBIC’s Leslie Roste and Great Clips, Inc.’s Kim Schottler and Steve Hockett.

ISBN Conference cont. on page 20

ISBN Conference cont. from page 19



left: Design 1's Anna and Grant Walt, who is a new ISBN Board member. right: ISBN Board Members—front: Gene Juarez's Katie Trent, Ulta's Nick Stenson, Executive Director Jessica Iturralde, Zona Professional's Frank Zona. back: Gene Juarez's Scott Missad, Birds Barbershop's Jayson Rapaport, Boulevard's Debbie Miller, Chatters Limited Partnership's Barb Sim, V's Barbershop's Emily Brown and Sport Clips' Edward Logan.

keynote **Brian Beaulieu**, CEO and chief economist of **ITR Economics** and co-author of **Prosperity in the Age of Decline**. "We might experience a 'dinky downturn,' but salon sales follow U.S. GDP, which continues to climb. The recovery in 2025 could be delayed if the Federal Reserve continues to be 'unreasonable.' We will see less inflation through 2024."

Looking long term, Beaulieu says to expect "six miserable years," starting in 2030, followed by a more dominant period for the U.S. because of demographics and geography.

Want to get ahead? "Learn more languages, especially French," Beaulieu says, adding

"Africa will be the new China."

Boulevard's Matt Danna concurred that in spite of bleak headlines, self care is booming.

"The dollar you make today is more valuable when you know you will get another in the future, so focus on marketing to the client's third visit," Danna recommends. "Every salon needs at least 10 initiatives to drive return business. When you can master return, customer acquisition becomes so much easier." He added that top salons retain two times the clients of average salons, clients that first book online have a two times better retention rate than walk-ins and clients that request a stylist are 2.5 times more likely to be

retained for three-plus visits. Their tickets are also 31% larger.

The next ISBN Conference is scheduled for April 8-10, 2024, in Tucson. To join or sponsor ISBN, reach Executive Director Jessica Iturralde at jessica@salonspanetwork.org. Visit www.salonspanetwork.org.

For information on government relations, contact chair Frank Zona at frank@zonaprofessional.com. For information on the licensing compact, reach Leslie Roste at leslie.roste@fbic.org. To support the Tip Tax Credit initiative, contact Myra Irizarry at myra@probeauty.org or Kati Rapoza at kati@probeauty.org.



left from left: Cosmo Prof DBE's Nikki Young and Andy Caruso with Gould's Philip Gould. right: Ulta's Megan Murray and Babe Original's Rachel Jud.



top row from left: Regis Corp's Kristie Skluzacek and Great Clips' Steve Hockett. center: ISBN President Scott Missad and Gould's Jane Chapman. right: Sport Clips' Gordon Logan and Frank's Barbershops' Frank Gambuzza. middle row from left: Salon Ultimate's Pat Neville and Jada Coyne. center: Reuzel's April McCoy and Joshua Farmer with, Cosmo Prof's Jenny Bayer in the center. right: b.content's Michele Musgrove and Salon Ultimate's Mark Katarik.



left: King Research's Carol and Kevin Schuele. right: Kao's Jamezell Ottinger, Derek Hook, Jennifer Stanley, Scott Guintner, Jennifer Jordan and Lisa DiPerna.

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left from left: Salon Innovations' Marcus Todd, Matt Hanson, Margaret Stone and Emilie Storms. right from left: Chatters' Barb Sim and Randy Binning, Cassiopeia Beauty Consulting's Marta Harmon and Giuseppe Acampora from C&C Salons.



left from left: Cosmo Prof's Jenny Bayer with GAMA Italy's Andre Chiavelli and Ellyn Penza. right from left: Haircuttery Family of Brands' Eric Bakken, SalonUltimate's Pat Neville and Joni Jacobsen.



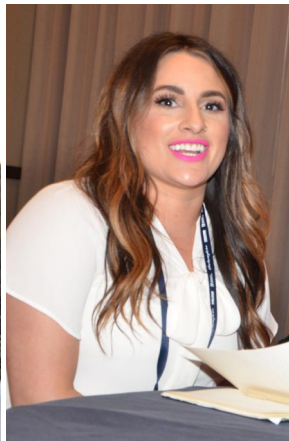
left from left: Salon Innovations' Emilie Storms with Revlon's Keri Schricker and Michelle Myles. right from left: Birds Barbershop's Michael Portman, Jayson Rapaport and Chelsea Hadden.



left: Meevo's Ryan Burns and Robert Maconi. center: V's Barbershop's Emily Brown and Keynote Brian Beaulieu. right: Bosley MD's Jonathan Mendez and Chuck Wirick.



left from left: Boulevard's Debbie Miller, Brandon Roberts, Mik Lernout, Karlyn Gold, Allison Rivera, Matt Danna, Tannya Bautista and Cat Stevens. right: L'Oréal's Janet Cariveau and Chris Lyden.



Joon's Kayvon Tavakoli, Shiva Tavakoli and Jeremiah Sammons. center: Surface Hair's Shazia Rogers. right from left: Perfect Look Salons' Jesse Klobberdanz, Zona Professional's Frank Zona and Christina White Salon's Martin White.

BIR's BIG! 20th Cosmoprof North America Preview

Cosmoprof North America, the largest B2B beauty exhibition in the Americas, hosts its 20th Anniversary edition July 11-13, 2023, at the Las Vegas Convention Center in Las Vegas.

As the premier platform for new beauty brands, supply chain innovations and product launches setting industry trends, Cosmoprof North America helps connect brands with top retailers, distributors, suppliers and media professionals. In 2023, the beauty industry continues to thrive, with Cosmoprof North America attracting 44% of first-time attendees, who are eager to expand their business networks and explore collaboration opportunities.

The 20th edition will return to a one-hall format (the West Hall in LVCC) to ease navigation between different product sectors. Cosmoprof will feature finished products for retail in the following categories: Hair Care, Skin Care & Makeup, and Nails, in addition to Country Pavilions and special areas, including Discover Beauty, Discover Beauty Spotlights, Discover Black-Owned Beauty, Discover Green and The Beauty Vanities.

Cosmopack, which features solutions for the entire beauty supply chain, will include raw materials and ingredients, private label and contract manufacturing, primary and secondary packaging, machinery and other solutions.

"We are proud of our exclusive programs, such as Country Pavilions, which are supported by foreign governments such as Italy and South Korea, who recognize the importance of creating exposure for their brands in the United States," says **Enrico Zannini**, general manager of **BolognaFiere Cosmoprof**.

"The professional beauty space is growing and innovating like never before," shares **Nina Daily**, executive director of the **Professional Beauty Association**, "and Cosmoprof North America allows leading brands the prime opportunity to pave the future for the beauty industry as a whole."

Ed McNeill, SVP of **USA Beauty LLC**, adds, "This year's edition boasts an unprecedented

number of sponsored buyers, retailers and distributors, both domestic and international, such as **Bloomingtons, Walmart, Nordstrom, Costco, Neiman Marcus, Macy's, The Detox Market, Belk, Thirteen Lune** and **Sally Beauty.**"

Attendees can look forward to several event highlights, including:

► **Education and trends: CosmoTalks** features a series of seminars and panels on various topics in the beauty industry. Highlights include a state of the business presentation by **Circana's Larissa Jensen** and the "Disrupted Beauty Retail Part 1" panel, featuring beauty retailers and disruptors **SpaceNK, Thirteen Lune** and **CVS Health**, and moderated by **WSL Strategic Retail's Wendy Liebmann. Entrepreneur Academy** focuses on workshops that center on product creation, marketing strategies and winning approaches for budding beauty entrepreneurs, while **Cosmopack Education** offers complimentary sessions exclusively on the beauty supply chain.

► **NEW! Press, Influencers, Social Media and Marketing:** Free for attendees and exhibitors alike is the CosmoTalks panel "The Evolution of Influencer Marketing on Social." The discussion, moderated by **CEW's Andrea Nagel**, features prominent influencers such as **Jasmine Nguyen (@jasminenguyen)**, **Ian Michael Crumm (@ianmcrumm)** and **Monica Ravichandran (@monicas_makeuptips)**. They will share valuable insights on successful marketing strategies across multiple platforms, helping brands build awareness and achieve next-level success.

The Cosmoprof North America 20th Anniversary Soiree: The Soiree, hosted on the first day of the event, will celebrate two decades of bringing the beauty industry together and will feature a presentation of the **Cosmoprof North America & Cosmopack North America Awards** winners. For the first time, this year's winners, along with all global Awards winners, will be presented and displayed at **Cosmoprof Bologna** in March 2024.

Also, in strategic partnership with **BEAUTYSTREAMS** is **CosmoTrends**, which highlights the newest trends and cutting-edge innovations in the beauty market and will be supported through a CosmoTalks session and an onsite installation.

PBA to host Future Leaders

On Monday, July 10, the day before Cosmoprof North America, the Professional Beauty Association will host its Future Leaders' Education Event at Resorts World. Visit www.probeauty.org for details

City of Hope to salute Dr. Farouk Shami at the Spirit of Life celebration

Dr. Farouk Shami will be feted as the Spirit of Life Honoree at City of Hope's Spirit of Life

Celebration on Monday, July 10, at the Zouk Nightclub in Resorts World Las Vegas, at 7:30 p.m. (reception) and 8:30 p.m. (dinner and program). Cocktail attire is suggested.



Dr. Farouk Shami

Thanks to the generosity of

Dr. Shami, Farouk Systems will match all donations up to \$500,000.

The gala raises funds for the City of Hope, a National Cancer Institute designated as a comprehensive cancer center for cancer, diabetes and other life-threatening diseases. Country singer **Jessie James Decker** will make a special appearance. To become a sponsor and/or register, visit NBISPOL/givesmart.com or email NBIEvents@coh.org.

The Spirit of Life Award is presented to individuals exemplifying the ideals and values that have guided the City of Hope for a century, and whose professional and humanitarian accomplishments are worthy of

this celebration. Dr. Shami is the founder of haircare brands **CHI, BioSilk, CHI Man, Beyond Glow, CHI Footwear** and the digital color lab called the **LG CHI Color Master Factory**. He has created a company that is environmentally responsible, promoting education and offering hairdressers innovative products. He has generously donated much needed haircare and tools to cities and salons ravished by— nature's storms and disasters, so they can re-open their doors. He has been instrumental in caring for his fellow hairdressers and has been awarded countless honors for his humanitarian and environmental efforts, including during the COVID-19 pandemic.

"Receiving the City of Hope Spirit of Life award is a humbling and deeply meaningful honor. It is a testament to the tireless efforts to make a difference in the lives of hairdressers," says Dr. Shami. "Innovation has always been at the heart of our mission, and we are driven to motivate and inspire beauty professionals to push boundaries and make a positive impact on the world. As we continue to prioritize education, environment and innovation, this award fills us with even more feelings of gratitude and purpose."

Generous sponsors include **Aloxii, Babyliss Pro, behindthechair.com, EarthlyBody, Front Row, F/S Cut & Color, Paul Mitchell, The Kirschner Group, Sephora** and **Ulta Beauty**.

REGISTER NOW!: Cosmoprof North America offers three ticket options: a 1-day show pass, a 3-day show pass, or an Entrepreneur Academy Package, which includes a 3-day show pass and all sessions in Entrepreneur Academy. PBA members receive the added benefit of a 25% discount. Register at www.cosmoprofnorthamerica.com/las-vegas/

Exhibitor listings:
<https://cosmoprof2023.smallworldlabs.com/exhibitors>

The Cosmoprof platform extends throughout the entire world, with Cosmoprof Worldwide Bologna, Cosmoprof CBE ASEAN, Cosmoprof India and Cosmoprof Asia. For more information, visit www.cosmoprof.com. Also visit www.informamarkets.com and www.probeauty.org/join.

More than 100 new products you'll find on the show floor

Beauty Industry Report interviewed more than 100 exhibitors for this year's BIG! preview of what you will find on the show floor. We invite you to use our preview to discover new brands, products, tools, services and more to fit or expand your product mix and meet the changing needs of your customers—and their customers. If you won't be there, you now have insights into what you missed, with more in our follow-up report.

What are you looking for at CPNA? What trends did you see on the floor? Let me know what you discover, and we might feature your quotes in our follow-up report.

Now, let's look at the Exhibit Floor.



Addino/Booth 4517 seeks distributors, reps and strategic partners around the world for the new **Addino 18 Hair Reborn System**.

These four products provide hair repair in the salon and at home. Formulas are vegan, gluten free and will not build-up on the hair or harm the hair's structure. The short line includes **Hair Reborn Elixir Spray** (150 ml/salon \$36.00), **Hair Reborn Cleanser** (250 ml/salon \$13.99, 1000 ml/salon \$43.99), **Hair Reborn Mask** (250 ml/salon \$15.99, 500 ml/salon \$47.99) and **Hair Reborn Leave-In** (100 ml/salon \$22.99). **Lucas Products, Inc.** is the master importer for this Italian brand. Contact owner **Robert Urfer** at robert@lucasproducts.com. www.lucasproducts.com



Alodia/Booth 2850 seeks domestic and international distributors for its new **Vegan Healthy Hair Growth Vitamin** (MSRP \$25.00). This physician- and scientist-developed supplement nourishes scalp and hair with natural ingredients such as ashwagandha, probiotics, collagen, keratin, saw palmetto and curcumin. Reach **Kim Banchs**, sales manager, at sales@alodiahaircare.com. www.alodiahaircare.com

Alba 1913/Booth DBS2242 seeks U.S. distributors and retailers for its a new facial skin care line **La Dolce Vita** with CBD niosome and potent ATP



vitamin C. The line includes a **lightweight serum with 15% vitamin C** (50 ml/MSRP \$210.00), a **remedial facial cream** (50 ml/MSRP \$170.00) and a **water-free, non-drying facial cleanser** (100 ml/MSRP \$90.00) with a balanced 5.5. pH.

Niosomes are like tiny bubbles that can hold both water- and oil-based ingredients. Studies have shown that niosomes improve the absorption of actives like CBD by delivering them directly to the cells in the skin.

Ascorbyl tetraisopalmitate (ATP) is a newer form of vitamin C that helps to fight free radicals that cause premature aging, boost collagen production, increase UV protection and lighten dark spots and discolorations. It penetrates the skin faster, remains in skin cells 40 to 80 times longer than l-ascorbic acid and has four times the effect. Products are 100% vegan certified, sustainably packaged and manufactured in the company's green energy-powered facility. Contact CEO **Lukasz Rychlicki** at lukas@alba1913.com. www.alba1913.pl

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Andrew International Group/Discover Green seeks North American and international distributors for its four French floral-infused skin care collections under the **Fleurissant** brand. **Revitalizing Radiance Rose** helps brighten dull and dark spots and uneven skin tone. **Rejuvenating Peony** helps to smooth fine lines and wrinkles, and firm mature skin. **Rebalancing Ylang Ylang** helps to restore and rebalance oily and combination skin for a clearer and healthier complexion. **Soothing Lavender** helps to calm and soothe sensitive, stressed and irritated skin. Each collection features **Face Mask-Exfoliator 2in1** and **Face Cream**.

Fleurissant combines the power of Provençal flower remedies and skin care to harness the aromatherapy and nourishing properties of flowers harvested from the South of France, including rose de mai, rose damascena, French rose gallica, white rose alba, lavender and peony. Reach **Tracey To**, CEO, at tracey@fleurissantskincare.com www.fleurissantskincare.com

Appeal Cosmetics/Booth 3301 seeks beauty stores worldwide for its three new mini highlighters in Glow Light, Medium Bronze and Dark Deep (MSRP \$15.00), and new palettes, featuring beautiful new shades that bring shine and shimmer to classic colors. Reach **Candace Aguilera**, CEO, at candaceaguilera@aguileraglobal.com. www.illuminaticosmetics.com



Aromase/Booth 2825 seeks domestic and international distributors, including chain beauty stores, drug stores and pharmacies, for its new **5α Juniper Scalp Purifying Liquid Shampoo—Color Care version** (MSRP \$28.00). This scalp pre-shampoo cleanser with a pH

of 5.5 and an amino acid base removes excess sebum and build-up, as it combats dandruff. It also helps to moisturize the scalp, as it soothes inflammation and sensitivity. The gentle formula is free of harsh chemicals, parabens and SLS/SLES. Reach **Catherine Cheng**, export sales and marketing manager for **MacroHI Co., Ltd.**, at sales@aromase.com. <https://www.aromase.com/>



Asrary/Booth 4115 seeks distributors, beauty stores and salons for its new line, which debuts with four products at launch—**Dry Hair Shampoo** (8.8 fl. oz./MSRP

\$28.00), **Oily Hair Shampoo** (8.8 fl. oz./MSRP \$28.00), **Hydrating Hair Mask** (6.8 fl. oz./MSRP \$29.00) and **Hair Strengthening Serum** (1.01 fl. oz./MSRP \$32.00). Asrary hair care products draw inspiration from the rich culture, natural wonders and timeless beauty of Morocco. Committed to quality, innovation and ethical practices, Asrary aims to provide a luxurious beauty experience and deliver outstanding results. Reach **M.Lotfi Lamgharaz**, co-founder, at labinduslaboratoires@labindus.co. www.asrary.com



ATP Cosmetics/Booth 4344 seeks North American and international distributors for its new **pH Plex Shampoo** (250 ml/MSRP \$27.95) and **Conditioner** (250 ml/MSRP \$27.95). These concentrated, highly moisturizing, vegan products help to strengthen and repair hair, as they protect against color fade. Conditioner is free of DEA, aldehydes, formaldehyde and sulfates. Reach



Antonio Amara at antonio.c.amaral@atp-cosmetic.com. <https://www.ph-plex.com/us/>

Italian brand **BBcos**, represented by **The Prell Group/Booth 4416** seeks new distributor partnerships within the U.S. for

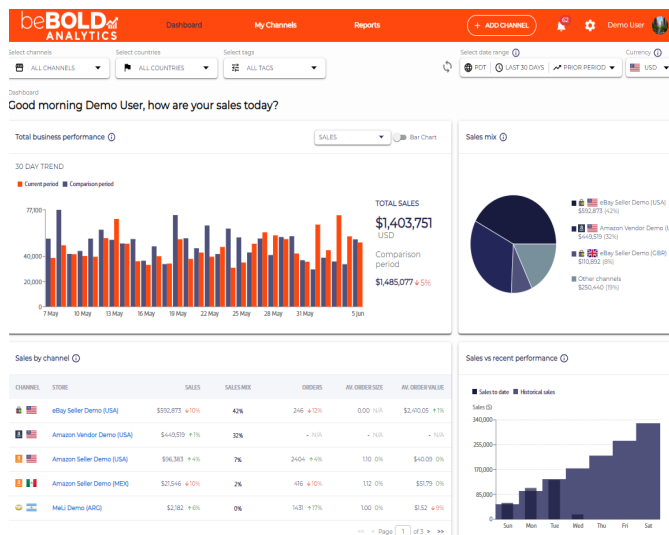


Earthia Color (3.38 oz./100-ml tube/salon \$9.95), a new complete hair color system, activated by natural ingredients like fermented rice protein extract, hemo phyto

keratin and microalga. Earthia is a clean hair color that treats the hair and scalp while it colors. Hair is left softer, shinier and noticeably stronger. It offers 100% gray coverage and a versatile demi-coverage option. The 100% ammonia-free formulation is cruelty free and vegan with eco-friendly packaging. Reach **Peter Prell**, president, at peter@bsdwarehouse.com. www.theprellgroup.com

beBOLD Digital/Booth 2036 helps you elevate your ecommerce success with its new **beBOLD Analytics Global eCommerce Reporting Software**.

beBOLD Analytics is a global eCommerce reporting platform that offers a comprehensive suite of features and benefits for Amazon Vendors, Amazon Sellers, Shopify and Walmart.com sellers. It helps unlock a brand's growth potential with data-driven insights, optimized product



listings and targeted advertising strategies. It allows you to streamline inventory management, monitor ad spend profitability and stay ahead of market trends. You can also boost sales and profitability on multiple platforms with seamless integration, user-friendly functionality and customizable solutions tailored to your unique business needs. Choose from two plans—Growth for \$199.00 per month or Enterprise for \$499.00 per month. Contact **Denny Smolinski**, CEO, at denny@bebolddigital.com <https://www.beboldanalytics.com>

Bodia Skin Care from Cambodia/Booth 2207 from **Ess Kay Pte Ltd.** seeks distributors



and retailers for new **Body Rice Scrub** (540 ml/MSRP \$25.00) launching in October. Handcrafted and artisanal with an authentic Khmer heritage, the product features natural and sustainable ingredients plus organic and

ethically sourced materials, free from harmful chemicals, toxins and synthetic additives for a holistic approach to wellness. This commitment to using clean and eco-friendly ingredients ensures that the products are gentle on the skin and environmentally friendly. Reach **Kishin Primalani**, managing director, at kishin@esskaypteltd.com. www.esskaypteltd.com

Bodyography/Booth 4529 introduces **Glossy Lip Oil**, which kisses lips with long-lasting hydration and mirror-like shine. Jojoba oil nourishes and

comforts the lips and creates a hydrating base for lipstick, enhancing natural lip color. Additionally, it acts as a treatment to nourish, treat and hydrate the lips instantly, so they feel smooth and plump. This versatile product can be used as a lip primer or overnight treatment. With its next-to-naked pink shade, it is designed to suit all skin tones and lip colors.



New **Bodyography Epic Brow Dual-Sided Clear Brow Gel + Brush Tip Liquid Brow Definer** is available in Ash and Brown shades. An extension of Bodyography Epic Lash, the two-sided applicator features one side that's a clear brow gel that holds hair in place, mimicking the brow lamination effect for all-day wear, without flaking or a visible white cast. The precise brush helps to achieve a naturally perfect sculpted brow. The other side is a precise brush tip liquid brow definer to perfectly etch on natural looking brow hairs that last all day!



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**Bodyography Color Cassette
Liquid Blush + Lip/MSRP \$22.00**

provides a translucent wash of color that appears natural and effortless on the skin. Blush can be layered and built up to your desired impact for a skin care infused veil of color with customized intensity. This blush can be doubled up and worn on the lips, layered, mixed and applied all over the face. Plus, the formula includes bakuchiol, nature's retinol, for an extra dash of skincare goodness! Colors includes Melody, a coral pink; Soul, a baby-doll pink; Tempo, a fuzzy peach; and Amplify, a bold fuchsia.



BodyographySPA, a new brand extension launching for Holiday 2023, is a range of skin care-infused bath and body products that provide a sensorial experience, turning your bathroom into your own personal spa. The line includes nourishing hair products, rich lathering Body Butter, intoxicating Bath & Body Oil, reviving Body Scrub and the brand's first candle in the signature scent of Vanilla Bourbon. Products provide a full-body treatment with a sensorial experience in the comfort of your own home. Reach **Lori Leib**, owner/creative director for Bodyography and vice president marketing and brand development for **Robanda Intl.**, at lori@robanda.com. www.bodyography.com

Bökka Botánika-Plant Powered Color Care/Booth 5039

seeks domestic and international distributors for new **Illuminating Styling Spray** (10-oz. can/MSRP \$29.00), a versatile, humidity-resistant, flexible-hold hairspray that combines pliable styling control with buildable hold. This fast-drying formula also adds body and texture, with a frizz-free shine. It provides the perfect support to create any style without a sticky finish. Great for all hair types, it protects and extends the life of hair color with **COLORLOKK COMPLEX**. It's 100% vegan, cruelty-free, and free of gluten, phthalates and parabens. Reach **David Mulhollen**, owner, at 404-323-3045 or david@bokkabetanika.com. www.bokkabetanika.com

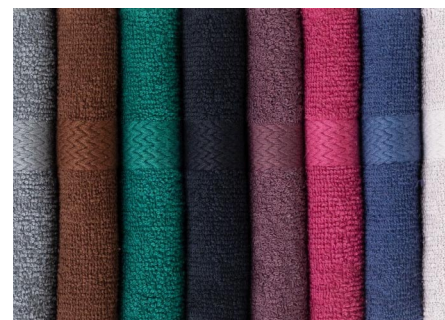


BosleyMD/Booth 4706 seeks domestic and international distributors for its new **MendXtend Healthy Hair Growth Jelly Supplements** (30 sticks/1-month supply/MSRP \$38.00).

Power-packed with biotin, collagen and saw palmetto to strengthen strands and help promote hair growth, these fast-absorbing supplements offer a delicious pomegranate flavored, mess-free, low-sugar, convenient way to upgrade a beauty routine. Reach **Sameh Radwan**, senior account director, at samehr@bosleymd.com. <https://bosleymd.com/>



Bodyography Radiant Glow Primer + Niacinamide/MSRP \$28.00 is a new addition to the brand's popular primer category. It preps and hydrates skin for an ethereal glow. One universal shade imparts light-reflecting mica particles that bounce off light, diminish and blur imperfections/pores, adding a radiant glow and subtle shimmer. The lightweight, moisturizing rose hip and apricot kernel oil reflects and adds light where you need it. It's fast-absorbing, leaving a gripping finish that's the perfect makeup primer.



Brigette International/Booth 4749 seeks distributors for its updated line of high-quality absorbent towels with strong hem stitching. They're available in 21 colors for the barber, beauty, nail and spa marketplaces.

The **Magnum 2.0 Bleachsafe Towels** are 15 x 25 inches, the **Modera** are 16 x 29 inches and available in 14 colors. For the Nail & Spa marketplaces, the **Laurel Collection** is available in two weights, sizes and 21 colors. All products are conveniently packaged in poly bags and smaller case packs vs. compressed bundles or bales. Reach **Ron Rajesh Kothari** at 323-475-6464 or info@bridgetteinternational.com. www.bridgettetowels.com



Caron Lab/Booth 4737 seeks North American distributors for its new **PRO HD wax** (28 oz./800 gram/wax beads/salon/\$43.95; 28 oz./800 gram/strip wax microwaveable container/salon \$29.75) that removes all hair types. Free from color, fragrance and allergens, this new versatile vegan formula can be applied on small or large areas for the face or body, making it a heavy-duty all-round product for a busy salon. It is simple to use, has a smooth glide and provides for crisp, clean removal with no stringiness or sticky residue. Finally, it requires a low working temperature for client comfort. Reach **Ranae Breslow**, U.S. sales manager, at 954-609-7818 or ranae.cbon@gmail.com. www.https://caronlab.com/

Cedrela/Booth 4339 seeks beauty stores in North America for its new line of facial serums that provide specific, targeted benefits, including skin lightening, antioxidant, antiaging and extreme hydration. They include **Antiox Hydrogel Serum** (1.4 fl. oz./MSRP



\$39.00), **Glow Skin Serum** (1.08 fl. oz./MSRP \$39.00), **Hyaluronic Serum** (1.08 fl. oz./MSRP \$39.00) and **Anti Aging Serum** (1.08 fl. oz./\$39.00). These clean formulas include probiotics, plus natural bio emulsions and cacay oil from Colombian biodiversity. Probiotics promote microbiota balance, diversity and an increase in beneficial bacteria—characteristics of healthy skin in higher contact with nature. Reach **Natalia Osorio**, CEO, at natalia@naturesse.co or **Olga Quintero**, CMO, at olga.quintero@naturesse.co. www.naturesse.co

Clinisoothe+/Beauty Vanities 2949 seeks distribution partners, retailers and buyers for North America for its **Clinisoothe+ Skin Purifier** (100-ml spray/MSRP \$19.99, 250-ml pour/MSRP \$27.50). This clean skin care features stable, alcohol-free, High Purity Hypochlorous solution, with 7-in-1 benefits and a skin-neutral pH, making it great for everyday use on the face and body and for all skin types, even the most sensitive skin. A vegan-friendly formula, Clinisoothe+ balances skin's microbiome and protects it from pollutants and impurities, helps prevent breakouts and promotes rapid skin recovery from redness, irritation, acne, and addresses a wide range of other skin concerns. Reach **Maile Pacheco**, chief marketing officer, at maile@clinicalhealthusa.com. clinicalhealthusa.com



Crack Hair Fix/Booth 4529 will preview its complete rebrand focused on “Crack the code to healthy hair.” The collection includes **Shampoo, Conditioner, Hair Mask, Styling Treatment, Treatment Mist** and **Hair Spray**. All formulas will remain the same, but the packaging and messaging have been updated to be more current, fun and colorful. Rebranded products will be available on shelves starting August 2023. Crack products are 100% cruelty free and vegan, as well as free of gluten, sulphates and parabens. Reach **Lori Leib**, vice president marketing and brand development, at lori@robanda.com. www.crackhairfix.com



Curl Keeper/Booth 4314 seeks North American and international distributors for its new **Spray Gel** (1 oz./MSRP \$10.00, 3 oz./MSRP \$14.00, 12 oz./MSRP \$30.00). This quick styler instantly boosts curl definition while adding hold and support. The non-greasy, water-based, non-flaking formula won't build up and rinses out clean. Humidity protection keeps curls in place in all weather conditions. Reach **Steve Torch**, CEO, at steve@frizzoff.com. <http://www.frizzoff.com>



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Dottoressa Reynaldi Skin Care from Italy/Booth 2207 from Ess Kay Pte Ltd. seeks distributors and retailers for its new **Anti Age Body Cream** (200 ml/MSRP \$34.00). Dottoressa Reynaldi products create a luxurious and pampering experience, thanks to advanced formulations that combine scientific research with natural ingredients. These products are formulated with dermatologist expertise, the result of extensive studies and incorporate cutting-edge technologies and carefully selected ingredients to deliver effective and targeted results. Reach **Kishin Primalani**, managing director, at kishin@esskaypteltd.com. www.esskaypteltd.com

Dermasensa Laboratories, Inc./DS Dermasensa/Booth 2446 seeks domestic and international distributors for its new products.

Vitamin K Super Dark Circle Eye Serum



Serum (0.33 g/MSRP \$70.00) contains 2% VC-IP, 2.2% retinol 10S and 14% squalane to reduce the neck line and tighten the skin.

Ultra Peptide Lash Fortify Serum (1.25 ml/MSRP \$65.00) helps to promote longer, thicker, stronger and fuller-looking lashes.

Enriched with advanced botanicals, it increases the anchorage to promote lash density, lengthen and lift the lash. A natural peptide helps to protect and nourish the lashes.



Tri Effect Uplifting Eye Serum (15 ml, MSRP \$57.00) contains 5% Eyeliss, 5% Haloxyll and squalane to address three signs of eye aging, such as slackness, fine lines and wrinkles. Lipoderm core is a unique transdermal vehicle used to enhance penetration.

Reach **Mark Miller, MD**, CEO of Dermasensa Laboratories, Inc., at m2md@dermasensa.com. www.dermasensa.com

Dukal Health & Beauty/Booth 3914 offers more than 3,000 health, beauty, medical and dental products. The health and beauty line provides quality disposable solutions to enhance the client experience, from table paper and waxing rolls to various disposable wellness products.

Through advancements in supply chain innovation and automation, Dukal is mitigating disruptions and building an intelligent and proactive supply chain to ensure their customers have what they need when needed. Thanks to Georgia and California distribution centers, with a combined size of 350,000 square feet, all U.S. customers are within 3 to 5 days of ground transportation, and orders can be shipped within 24 hours. Reach **Jean Swanson**, vice president, at jswanson@dukal.com. www.dukal.com

Earth Halo Skincare/BVS 2943 seeks international distributors for its new **Apple Of My Eye Eye & Lip Contour** (15 ml/\$95.00). This gel features potent formulations, patented peptides and organic extracts for visible results and a rejuvenated appearance. By combining three patented peptides, it helps to reduce wrinkles and laughter lines while allowing natural facial expressions, ensuring fast-acting and long-lasting reduction of puffiness, dark circles and fine lines. It establishes a hydration barrier that lasts for 24 hours. Ingredients like lotus and organic sea-grape extracts help to



combat wrinkles, improve skin texture, protect against sun damage, reinforce the skin barrier and eliminate eye bags and fine lines. Reach **Aaryan Ramzan**, CEO, at aaryan@earthhaloskincare.com <https://earthhaloskincare.com/>



Elchim/Booth 4523 seeks to expand its full-service domestic and international distributor network and to consolidate its presence in Central and South America. New is a pink color inspired by fashion and design trends in Milan, where the company is headquartered, for the **Anemos** (salon \$360.00), an ultra-light Italian dryer with sonic micro-brushless technology. At just 10.2 ounces, it features improved ergonomics to help reduce the risk of carpal tunnel syndrome. Plus, at less than 69 dBA of noise, it's one of the quietest dryers in the category. Reach **Kenneth Bellizi**, vice president of sales for Elchim USA, at ken.bellizi@elchim.com. www.elchim.com



Element Packaging/Booths 1229/1231 will debut the first captured carbon packaging for the beauty and personal care industry. Element is partnering with **Oco Upcycling** to include Oco's patented powder additive into Post Consumer Plastic packaging. The additive is made from sequestered CO₂, an inorganic powder feedstock, said to give more strength and extended recyclability to plastic materials that will most likely end up in a landfill. While the company is launching it with LDPE and HDPE (low density and high density polyethylene) and PP (polypropylene), it says

the possibilities are infinite. Element focuses on applications with tubes, deodorant sticks, bottles and PP mascara components, which are less likely to be recycled because of the physical size. This partnership allows them to make packaging with fully sequestered carbon, which also increases durability, recyclability and material performance.

Carbon capture can achieve 14% of the global greenhouse gas emissions reductions needed by 2050 and is viewed as a practical way to achieve deep decarbonization in the industrial sector.



Element Beauty Group, the turnkey division of Element, specializing in clean formulas in color cosmetics, hair care and skin care, will feature a variety of "building block" ingredients offering customized and performance driven formulations. Reach **Nick Gardner**, sales, at n.gardner@elementpackaging.com. www.elementpackaging.com

En Vogue/Booth 3644 seeks North American and international distributors for its

Spring/Summer '23 Lac It! Launch Head in the Clouds

(15 ml/salon \$12.95). The collection features six dreamy shades with a mixture of soft creams, milky jellies and delicate shimmers. Shades include Daydreamer, a pastel baby blue; Utopia, a pastel lavender jelly; Cloud 9, a milky, off-white cream; Ethereal, with dazzling pink sparkles; Milky Way with a vast range of iridescent hues; and Angel Wings, a translucent but buildable soft pink. Contact **James Johnson**, vice president sales, at james@envoguenails.com. www.envoguenails.com



ESLA ITALY/DBS 2251 seeks North American premium salon professional distributors and prestige retailers for this consciously designed, eco-luxury collection for the hair and scalp, which launches in October 2023. The basic ingredients are selected by evaluating the characteristics of sustainability: environmental and social impact (e.g. RSPO for palm derivatives), naturality (according to ISO guidelines) and biodegradability in packaging.

Products care for and protect hair and scalp from dandruff scalp, sensitive scalp, oily scalp and hair, hair prone to falling out, sensitive scalp, fine hair, frizzy and coarse hair, dry hair and color-treated hair. For global sales, reach **Enea Bocale**, head of sales, at enea.bocale@hsacosmetics.com. For U.S. and Canadian sales, contact **Edward Harrison**, director of business development U.S. & Canada, at edward.harrison@hsacosmetics.com. www.eslabeauty.com



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ESW Beauty/Booth 3120 seeks international distributors and beauty retailers in North America for the new **Smoothie Lip Treatment line** (15 mL/MSRP \$15.00) in three flavors—Vanilla Almond Butter, Guava Mango and Coconut White



Pitaya. Each has actives to protect, smooth and hydrate the lips. The Vanilla Almond Butter has a light caramel tint, and Guava Mango has a glossy pink coat, while the Coconut White Pitaya is clear and makes a great moisturizing overnight lip treatment. The tube is made from PCR 40 material, an even more sustainable alternative to general plastic. Each treatment creates a strong blended formula similar to a delicious smoothie. Reach **Sofia Wang**, co-founder and CEO, at elina@eswbeauty.com. www.eswbeauty.com

Ever Ego Italy/Booth 5121 seeks domestic and international distributors for its new **Impact Ego Garlic** line, a collection of



products for hair that has been chemically colored, lightened, straightened or permed. Garlic helps to promote blood circulation in the scalp, helping to stimulate hair growth. It also has antimicrobial and antifungal properties to help reduce the appearance of dandruff, as it nourishes the hair fiber to help prevent thinning. The collection includes **Garlic Shampoo** (500 ml/salon \$11.95/MSRP \$23.90, 1,000 ml/salon \$15.95/MSRP \$31.90), **Garlic Mask** (500 ml/salon \$16.95/MSRP \$33.90, 1,000 ml/salon \$25.95/MSRP \$51.90), **Garlic Serum** (100 ml/salon \$15.95/MSRP \$31.90), **Garlic Anti-Hairloss Lotion** (125 ml/salon \$22.95/MSRP \$45.90, 12 x 11-ml single treatments/salon \$29.95/MSRP \$59.90) and **Garlic Hydro Shine Lotion** (10 x 10-ml single treatments/salon \$26.95/MSRP \$53.00). Reach **Rolando Serrano**, director of sales and business development, at rolando.s@ebcusa.us. www.ebcusa.us

Fromm International/Booth 4801 seeks domestic and international distributors and beauty supplies for its new products.

From the **Diane** brand is a range of women's caps designed to enhance, protect and preserve hairstyles (salon \$4.99-\$15.99).

The caps are designed with premium materials to deliver the perfect combination of comfort and style. The collection features an assortment of shower caps, wig caps and style savers. The 100% waterproof shower caps are designed from protective yet soft material and use a fuss-free band that stays in place. The wig and dome caps are made with stretchable, breathable material that is comfortable and keeps the head cool. Must-have hair nets feature hand-made netting with a thick weave to secure



hairstyles in place.

Curl Studio by Fromm is a premium collection of professional brushes and combs (salon/\$4.99 to \$15.99) that are designed to deliver consistent, expert styling on all types of curly, wavy and textured hair. Created with superior design and materials, these ergonomic and durable tools detangle, smooth, shape and define hair for stunning curls and styles. This collection covers every styling need from wet detangling to the perfect finishing touches on an extra special style. These tools can smooth and de-frizz or go in the complete opposite direction by adding enviable volume for a stunning result.



Reach **Karen Garcia**, sales specialist and show and events manager, at kgarcia@frommbeauty.com. www.frommpro.com

Fulton and Roarke/Booth DB 2255, known for its solid fragrances, will launch **Spray Fragrance** (50 ml/MSRP \$185.00) in all 13 of its scents in Q4 2023, and seeks to partner with major international distributors. Sprays are formulated at very high concentration levels, making them considered *extrait de parfum*. Reach **Emma Stevenson** at wholesale@fultonandroark.com. www.fultonandroark.com



GelCo Labs/Booth 3644, a Canadian manufacturer of gel nail products, seeks private label manufacturing contracts for nail brands. GelCo is an LED gel manufacturer for bulk and turnkey private label contracts, offering HEMA monomer free, solvent free gel polish, top coats, builder in bottle, hard gels and more. Contact **James Johnson**, vice president sales, at james@envoguenails.com. www.gelcolabs.com

Ga.Ma Italy Professional/Booth 4224 seeks North American distributors for its new **iQ Lite Hair Dryer** (MSRP \$200.00). This powerful, light-weight, compact dryer features an external microperforated filter that helps to prevent dirt from entering the motor and hair, as it facilitates cleaning and maintenance. A professional mesh filter (x3) helps to



trap the smallest

environmental particles to protect hair from dirt and ensure longer motor life. The Venturi turbo effect helps to multiply the air flow delivered by the motor, thanks to a suction effect, without consuming extra energy. Finally, Oxy Active Technology emits active oxygen, which acts like a powerful antibacterial to protect the scalp while providing a color-lock effect. For full-service distribution, reach **Andre Chiavelli** at achiavelli@bscinc.co. For key accounts, contact **Jonathan Morello** at jmorello@bscinc.co. For OTC and luxury, link up with **Larry Batchelor** at lbatchelor@bscinc.co. www.gamaprofessional.us

Glowoasis/Avry Beauty/Booth 3501 seeks domestic and international distributors and beauty stores for its clean, vegan, probiotic skin care collection that has just been reformulated to be fragrance free and cleaner than before. The brand upholds the EU standard of leaving out more than 2,100 ingredients that could be harmful and has implemented even cleaner, more sustainable packaging and good-for-you skin care ingredients to strengthen the microbiome.

Products include **Probiotics +Moringa Oil Cleansing Balm** (MSRP \$36.00), **Probiotics +Papaya Enzyme Exfoliating Powder** (MSRP \$56.00) and **Probiotics + Hyaluronic**



Complex Hydrating Gel Moisturizer (MSRP \$45.00). Reach **Sarah Gramata** at sarah.gramata@voesh.com. <https://www.glowoasis.com>



Godefroy/Booth 4316 seeks international and domestic distributors in both the professional and consumer markets. The company has a strong ecommerce presence and is looking to use that momentum to move into additional brick-and-mortar retail stores and beauty stores.

Launching in Q4 is **Silver Fox**, a complete beard brand designed to emphasize the shine and elegance of gray and white beards. The six-product line (MSRPs \$9.95 to \$24.95) includes violet dyed shampoos and leave-in conditioners to reduce brassy tones in white hair, semi-permanent white beard cover-ups designed to fill in spaces with either a bright white or gray color, plus natural and sustainable essential oils and creams to enhance the health of aging hair.

Also new is a line extension in the company's best-selling **Instant Eyebrow Tint Plus** to provide a more complete eyebrow tinting experience. The updated core formula includes more botanical and clean beauty ingredients, and is housed in a more luxurious, upscale package. The expanded kit also includes a custom stain remover to fix unwanted stained skin, along with high-quality spoolies and applicator brushes to better tint even the most stubborn hair. It ships in a 6 x 3 x 1-inch carton and will contain six-plus applications/4 to 6 months of color, depending on the user. Reach **Lena Campbell**, founder and CEO, at lena@godefroybeauty.com. <https://godefroybeauty.com/>

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Hair Prescriptives/Discover Beauty seeks distributors for its new clinically proven natural solution to thinning hair and hair loss. Products include **Ekakshi Oil Complex Active Hair & Scalp Serum Treatment**, an in-salon treatment (six 0.33-fl.oz tubes/MSRP \$499.00); **Nourishing Styling Cream** (3.3 fl.oz./MSRP \$89.99); **Hair Gloss Serum** (1.7 fl.oz./MSRP \$249.99); **Stimulating Shampoo** (6.6 fl.oz./MSRP \$79.99) and **Enriching Conditioner** (6.6 fl. oz./MSRP \$79.99).

Products are infused with proprietary ekakshi oil complex, which is derived from the rare one-eyed coconut. This oil stimulates the oxygen and blood flow into the scalp to keep hair growth consistent and supports healthy hair growth. This line is for those who want to address hair health, thinning hair and temporary hair loss due to causes such as alopecia, stress, hormonal changes, diet or environmental factors. The brand fosters fuller, thicker and healthier hair.

Reach **Cindi Mabadi**, sales consultant, at cindi@hairprescriptives.com. <https://www.hairprescriptives.com/>

Hempz/Booth 3441 seeks beauty stores in North America and reps, distributors and beauty stores internationally for its new hydrating **3-in-1 Hempz Body Washes** (17 oz./MSRP \$19.99) in their top-selling

scents—Triple Moisture Fresh Citrus, Original Floral Banana, Sweet Pineapple & Honey Melon, Age Defying Vanilla,

Pomegranate and Fragrance Free. They feature active ingredients, including alpha hydroxy acids, 100% pure hemp seed oil, shea butter and aloe vera, and treat skin to rich cleansing lather, intense hydration and gentle exfoliation. Formulas are paraben free, cruelty free, 100% vegan, THC-free, SLS- & SLES-free and made in USA. Reach **Shawna Mejia**, director of sales and business development, at smejia@hempz.com. www.hempz.com



HighOnLove/Booth 2137 seeks international and North American beauty stores and distributors for its new bath salts in a beautiful glass jar (500g/MSRP \$50.00, refillable bag available) for relaxation, stress relief and to



promote a soothing bathing experience. They also help exfoliate and soften the skin, soothe dry skin conditions, improve circulation and offer aromatherapy benefits. The addition of gold flakes and dried rose buds and chamomile flowers adds to the luxurious bathing experience. Reach **Angela Mustone** at info@highonlove.ca. www.highonlove.store

ITCO srl/Booth 4220, an exclusive private label manufacturer specializing in the production of hair coloring products, will be exhibiting for the first time at Cosmoprof North America. Based in Vittuone, near Milan, Italy, ITCO specializes in tailor-made proprietary hair color formulas their clients.

Their 500,000-square-foot production plant is fully automatized. They use an exclusive magnetic weighting system for the most delicate raw materials, keeping them at a constant temperature, guaranteeing the utmost precision when working with agents like ammonia and ethanolamine. This system helps redefine the reliability that is vital for the consistency of each color formula.

The ITCO R&D Laboratory focuses on producing new color technology with naturally derived ingredients and certified organic extracts for their formulas. Their regulatory division guarantees the safety of their professional hair cosmetics. ITCO's formulas are all equimolar, meaning that they are created by measuring pigments in very precise proportions. Their manufacturing process allows them to reduce the overall quantity of pigments, increasing overall safety. Their laboratory can create new nuances, following the most recent trends.

ITCO produces hair coloring products with a wide range of options for customization:

- Professional hair coloring creams with and without ammonia
- Coloring oils with and without ammonia
- Treatments free of PPD and resorcinol
- Semi-permanent and direct coloring treatments in gel and mask form
- Pure pigments
- Quick-developing coloring treatments
- Coloring treatments for the professional market and consumer kits.

Reach **Simone Mora**, CEO, at simone.mora@itcolor.it. www.itcolor.it

Joon/Booth 5115 seeks domestic and international manufacturer's reps, distributors and beauty stores for the new **Sumac Scalp Scrub and Exfoliating Shampoo** (165 mL/5.7 fl. oz./MSRP \$38.00). Joon is a Persian-inspired haircare line that pairs ancient Persian secrets with modern chemistry. The new scrub is an invigorating treatment that harnesses the benefits of traditional Persian spices, such as sumac, mint and fenugreek. With its needle-nose applicator, it is easy to apply this dual-action exfoliating shampoo and scalp scrub to help exfoliate, revitalize and nourish the scalp, resulting in hair that

appears stronger and healthier. Reach **Kayvon**, director of sales, at kayvon@21lab.com. www.joonhair.com

JOVS/Booth 3221 seeks brand distributors and North American and international beauty stores for the new **JOVS 4D Focus Anti-aging mask** (MSRP \$734.00). Thanks to exclusive ultra-narrow optical chip technology called FPT, each light source in the mask has its own independently developed chip. This technology narrows the angle of light to just



20 degrees, making it more focused, penetrating and concentrated, bringing all the power of light right where you need it the most. The best part is that this concentrated light output density increases the energy efficiency of the light by 6 times. In addition to saving time, the stronger penetrability of the four different kinds of long-wave light allows it to reach deep into the collagen layers, helping to stimulate collagen regeneration, lightening those lines and wrinkles, and rejuvenating your skin from within. Reach **Samantha Sha**, senior sales manager, at samantha@jovsbeauty.com. www.jovsbeauty.com



JuliArt from MacroHi/Booth 2825 seeks global distributors for its clinically approved, bespoke tailored scalp solutions for professional use. This comprehensive scalp care management system includes scalp treatments (220 mL), shampoo (115 mL) and serum (50 mL). 1000-mL and 4000-mL sizes are available for salons, along with a professional scalp mask (35 mL) and hair mask (500 mL). Reach **Yvonne Chiang**, export sales and marketing manager, at yvonne@juliartofficial.com. <https://www.juliartofficial.com/>

K18 Hair is hosting a **Molecular Repair Field Trip**, an all-immersive look, learn and play experience, on Tuesday, July 11. Get K18 certified and learn about their latest innovation, plus tour an interactive hair fiber! Take home free K18 swag. Plus, the first 100 attendees will receive a full-size (150 ml) **Pro Molecular Repair Mask**. Complimentary drinks and tasty bites are included. RSVP required: Reach out to dani@k18hair.com.



In addition, the new **K18 Damage Repair Starter Set** (salon \$51.00, MSRP \$102.00) includes **Peptide Prep Detox Shampoo** (53 ml), **Leave-In Molecular Repair Hair Mask** (50 ml) and **Molecular Repair Hair Oil** (10 ml). www.k18hair.com

Kaara/Booth 4524 seeks distributors of cosmetic products and beauty stores for its new men's hair color range, **Manniskan** (kit includes a 50-ml color bottle and a 50-ml activator/MSRP \$14.95). The new home kit achieves salon quality results at home. The Manniskan hair color range has been specifically developed to cover white/gray hair while keeping a natural look. Moreover, the color intensity varies, depending on the processing time. Easy to use, it can be applied with no effort, thanks to the applicator included in the box. The color processes in as

little as 3 to 10 minutes and is available in four shades. The complete line offers care and styling to support the hair color. Reach



Mark Flint at mark@kaara.com or **Nicola Vitulli** at nvitulli@kaara.com. <https://www.kaara.com/en/manniskan/>

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KeraRX/Booth 5115 seeks domestic and international manufacturer's reps, distributors and beauty stores for the new **KeraRX: Keraplasty Keratin Smoothing Treatment**, a formaldehyde-free, triphasic hair botox, capilar surgery and keratin that repairs, thickens and smooths hair up to four months (375 mL/12 fl. oz./salon \$150.00). Reach **Kayvon**, director of sales, at kayvon@21lab.com. <https://kerarxhaircare.com>

L'Alga MeDa BV/Booth 4415 seeks distributors in North, Latin and South

America for its new **CPR Instant Intensive Care Products with Molecular Repair Peptide-18**, including **Shampoos** (200 ml/MSRP \$47.50), **Mask** (200 ml/MSRP \$68.50), **Leave-in Mask** (MSRP \$112.00) and **Ampoule**



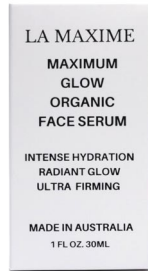
Spray (15 ml/MSRP \$14.00) for a September U.S. launch. This new collection transforms over-processed, dry and damaged hair into luscious hair with a healthy shine.

Powered by peptides, L'Alga's AlgaNord5 patented algae complex, ceramide and plant-based keratin, the biotech bond-building formula molecularly repairs the hair deep within its cortex. After reversing the damage, a protective film seals each

individual strand of hair. This two-pronged approach boosts strength, elasticity and softness, and helps shield the hair against future harm.

Reach **Jan van Rangelrooij**, global managing director, at jan@lalga.com. www.lalga.com

La Maxime/Booth DG2449 seeks beauty stores and distributors for its new **La Maxime Maximum Glow Organic Face Serum**



(30 ml/MSRP \$72.00). After a few applications, this anti-aging facial serum, formulated with 100%

pure, organic plant-based oils for a non-greasy, radiant finish, helps to brighten and firm the complexion. It also helps to hydrate the skin, boost collagen production, improve elasticity and help to smooth fine lines. Vitamin-rich seed and essential oils help to reduce puffiness and inflammation. Reach **Jacqueline Koo**, director, at ceo@lamaxime.com. www.lamaxime.com

Linage/Booth 5121 seeks domestic and international distributors for its new **Emergency** line of **Re-Construction Shampoo** with collagen and active plant stem cells (500 ml/salon \$13.95, 1,000 ml/salon \$17.95), **Re-Construction Mask** with collagen and active plant stem cells (500 ml/salon \$16.95, 1,000 ml/salon \$25.95) and **Pro-Age Indulgence Lotion** leave-in phials (12 x 7 ml/salon



\$39.95) for extremely damaged, dry and/or porous hair. Collagen, keratin, plant stem cells and shea

butter help to nourish, soften and reconstruct hair, leaving it softer and shinier with enhanced elasticity. Reach **Rolando Serrano**, director of sales and business development, at rolando.s@ebcusa.us. www.ebcusa.us

Lisap USA/Booth 4218 seeks North American and international distributors for its new **Lisaplex Lamellar Shampoo** (250 ml/\$20.00, 500 ml/\$36.00). With a pH of 4.5 to 5.5, this addition to the **Lisaplex Lamellar**



Water line gives shine to all hair types, making it appear healthier and shinier. Thanks to the lamellar technology, it cleans hair gently, leaving it soft and shiny. Apply to damp hair, leave on and rinse. Continue treatment with **Lisaplex Bond Saver Lamellar Water**. It's vegan friendly, paraben free and SLS/SLES free.

Preorders are available at Cosmoprof North America. Reach **Andre Chiavelli** at andrechiavelli@yahoo.com <https://lisap.us>

Lucas Products/Booth 4517 will be exhibiting at Cosmoprof for the first time and seeks



distributors, reps and strategic partners around the world for its new Lucas Cide clipper Clean, an environmentally friendly clipper cleaner/disinfectant offering

competitive pricing. It features all-natural ingredients, no harsh chemicals and no CFCs to harm the atmosphere. Lucas Cide uses compressed air instead. All packaging is recyclable. For sales inquiries, contact owner **Robert Urfer** at robert@lucasproducts.com. www.lucasproducts.com



Luminae/Booth 5115 is seeking domestic and international manufacturers' reps, distributors and beauty stores for the new **Eclipse Charcoal Powder Lightener**. (500 g/17.64 oz./salon

\$30.00). Reach **Kayvon**, director of sales, at kayvon@21lab.com. <https://luminaehaircare.com>

Lunalis Cosmetics/Beauty Vanities Booth 3046 seeks North American distributors and stores for its new **Reviving Eye Cream** (15 ml/MSRP \$65.00). This luxury formula's prickly pear seed oil moisturizes and

nourishes the skin. Iris extract minimizes puffiness and restores luminosity around the eye area. Peony extract maintains



the skin's hydration. Marine algae helps to boost collagen production to lessen the look of fine lines and wrinkles. Finally, the naturally derived pigment helps to correct dark circles. Reach **Najat Benyahia**, CEO, at najat@lunalis-cosmetics.com. www.lunalis-cosmetics.com

Lurella/Booth 2029 will preview its **Peanut Collection**, the company's first licensing collaboration. It includes nine products—an eyeshadow palette, a lip kit, a makeup bag, a handheld mirror and two lip scrubs. The company seeks ecommerce platforms, distributors and beauty stores worldwide as partners. Contact **Nick Diaz**, chief operating officer, at nick@lurellacosmetics.com or 626-252-7493. www.lurellacosmetics.com



Madeca Derma by Besselco/Booth BV3052 seeks mass retailers for its line of dermacosmetic solutions for consumers. The company delivers clean, natural and effective solutions to skin problems by leveraging ingredients sourced from nature.

The **Madeca Derma Microbiome Ampoules** line was selected for **CosmoTrends** and will be featured in the CosmoTrend book in the West Hall Atrium display and during the CosmoTrend Session on 7/11 during CosmoProf North America. Ampoules include **Phyto Soothing Microbiome Ampoule**, **Vita Brightening Microbiome Ampoule** and **Hydra Boosting Microbiome Ampoule** (7 ml/0.23 fl. oz./MSRP \$59.99). **Madeca Elastic Microbiome** is an elasticity microbiome featuring double-patented technology containing 71 billion CFU of skin microbiomes in a hyaluronic acid base to help strengthen skin's elasticity naturally,

helping to prevent the appearance of aging. The formula is delivered with new splicing technology for the highest level of efficacy. Reach **Colleen Baren**, president & COO, at colleen@besselco.com or 847-757-5875. <http://madecaderma.com>

Mad Rabbit/Booth DBS2249 seeks distributors and retailers in North America for its line of tattoo aftercare. The brand's no-nonsense approach values clean ingredients, so consumers don't have to worry about unnecessary toxins and ingredients found in some tattoo skin care products.

Simple formulations with clean and effective ingredients allow tattoos to remain vivid, withstand aging and maintain their original vibrancy.

With plans to continue expansion on their professional product offerings and create a community of professional tattoo artists, Mad Rabbit is becoming a one-stop shop for all tattoo-related needs. The brand plans to put significant efforts behind community engagement, creating services such as online forums, artist locator systems and a Yelp-style review portal to match individuals with professional artists near them.

Currently, Mad Rabbit sells one tattoo balm every 90 seconds and has helped preserve more than three million tattoos to date. The tattoo skincare collection now features nine skincare products.

Reach **Oliver Zak** at oliver@madrabbit.com. www.madrabbit.com



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Malibu C/Booth 5001 seeks domestic and international professional salon channel distributors for its new **Head Lab B5 Head to Toe** (8 oz./MSRP \$24.00), which launches in December, and **Head Lab Rejuvenating Scalp Scrub** (8 oz./MSRP \$29.00), which launches in January. Head Lab's comprehensive scalp-centric system provides the salon with digital scopes, treatments and education, empowering stylists to shift the service experience for their clients while organically growing their retail. Malibu C provides full 360-degree, wrap-around support for stylists and their clients. From Facebook Lives to robust on-line certifications in "MetaVersity," resources for success are designed to provide new solutions in the scalp care category. Reach **Matt Cotton**, chief sales officer, at mcotton@malibuc.com. malibuc.com

Manifest Beauty/Booth 2952 seeks distributors and beauty stores for its **Big Pout Energy**, a chili-infused lip plumper. New shades include Scarlett Flame, Spicy Rose, Chocolate Chili and a Special Edition Dubai Gold and Extreme Version.

Big Pout Energy is a divine lip plumping oil, with shiny finish, intensified by Columbian chili extracts that hydrate and smooth lips with a special infusion of natural oils to create the ultimate plump pout. It boasts an intoxicating cinnamon scent, known for its aphrodisiac and plumping properties for an

irresistible result. This natural formulation creates the ultimate plumper pout with clean, non-toxic ingredients through the heat of chili and cinnamon. It is made in California.

Reach **Tamara Bakir**, co-founder and CEO, at hello@manifest-beauty.com www.manifest-beauty.com

Marchesini Group Beauty/Booth 1437 West Hall will launch the **AXO 800 Tube Filling & Closing Machine** and the **AXOMIX 300 Turboemulsifier**. AXO 800 is an automatic tube filling and closing machine for filling and closing of aluminum, polythene or metal tubes. The AXOMIX 300 Turboemulsifier is a three coaxial agitation system designed for the production of stable emulsions, creams, milk, gels, balms, lotions, ointments and toothpastes having extremely small particles. These solutions are developed by Axomatic, the Group's brand that designs and builds



process and filling machines. All solutions are efficient, reliable and 100% made in Italy. Reach **Lorenzo Gatti**, sales director, Beauty Division, at lorenzo.gatti@marchesini.com; **Michael Mach**, area manager, Beauty Division, at michael.mach@marchesini.com; or **Chad Tyler**, USA sales director, Beauty Division, at chad.tyler@marchesiniusa.com. - <https://beauty.marchesini.com/en>

Mielle Organics/Booth DBB 2743/Meeting Room W205 seeks international distributors for the new masstige **Avocado and Tamanu Anti-**



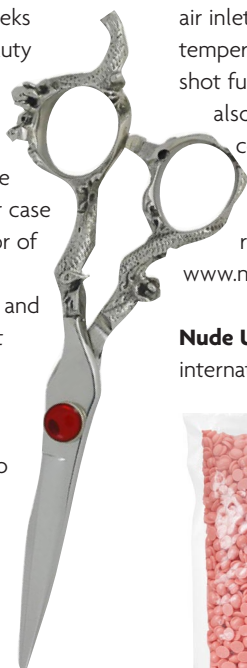
Frizz Collection. It includes a **Leave-In Conditioner**, **Curl Perfector** and **Stay Straight Serum**, featuring proprietary refrigerate-to-activate Cold Application Technology. It naturally closes hair cuticles tightly in place to block out humidity for long-lasting smoothness. The collection includes **Anti-Frizz Shampoo** (12 oz./MSRP \$12.99), **Anti-Frizz Conditioner** (12 oz./MSRP \$12.99), **Anti-Frizz Slip & Seal Leave-In Conditioner** (8 oz./MSRP \$12.99), **Anti-Frizz Curl Perfector** (12 oz./MSRP \$12.99) and **Anti-Frizz Stay Straight Serum** (6 oz./MSRP \$12.99). Reach **Michele King Jones**, director of sales—OTC/Grocery, at michele@mielleorganics.com. www.mielleorganics.com



Nicky Clarke/Booth 4518 is seeking distribution partners in North America, as it launches the brand in the United States, with a high-tech hair dryer and styling tool. The **Nicky Clarke AIR** (salon \$209.00/MSRP \$299.99) is a compact, portable hair dryer and styler built with brushless technology, making it ultra-lightweight (less than 1 pound) and whisper quiet. This high-performance tool features far infrared technology to protect the health of the hair and a ceramic



Medicool Inc./Booth 4005 seeks domestic and international beauty stores for its new **35,000 RPM Pro Power Switch Portable Rechargeable Filing System**, which allows the nail tech to swap out the outer case snap-on sleeve color for a color of their choice. It also helps the distributor with their inventory and budget, because three different color sleeves are included with each filing system—no need to have three different color selections in the store taking up space and money. Reach **Steve Wallace**, vice president business development, at stevev@medicool.com. www.medicool.com



air inlet with ionic conditioning. It offers three temperature settings, three speeds, a cool-shot function and self-cleaning capabilities. It also includes three styling accessories—a concentrator, a diffuser and a proprietary aircurl attachment. Reach **Robin Young**, managing director, at robin@nickyclarke.com. www.nickyclarke.com

New Mark Group/Booth 4536 seeks beauty supplies and salons for its new **6-inch Dragon Handle Scissor** made from high-quality Japanese steel material. It has a unique handle style, as well as different screw style (purple). Other features include a high-quality razor cutting edge. Reach **Saqib Ashfaq**, CEO, at sales@newmarkgroup.com. www.newmarkgroup.com

Nude U/Booth 5115 seeks domestic and international manufacturers' reps, distributors and



beauty stores for the new **Nude U Rose Petal Hard Wax Beans** (1000 g/2.2 lb/salons \$22.00), a new wax and esthetic line created for estheticians and priced affordably. Reach **Kayvon**, director of sales, at kayvon@21lab.com



O2 is launching several tools. The **O2TEXTURE Long Barrel Titanium Ceramic Curling Iron** in 1-inch and 1.25-inch sizes (salon \$99.95) are more than 2.5 inches longer than most curling irons, allowing you to create soft, bouncy curls and beachy waves easily. The Titanium plate offers long-lasting results while the ceramic technology provides moist, even heat, balancing style with maximum protection. The ceramic heater delivers rapid heat-up and instant recovery, while the super-strong gun titanium barrel offers smoother, longer-lasting, shinier results. Four precise heat settings range from 320 degrees F to 430 degrees F.

O2PRODIGY 01 Titanium Ceramic Styler (salon \$129.95) features angled plates designed for 0 Tension and one pass for total comfort, ease of styling and freedom to create multiple looks with one tool. It features 11 temperature settings for all types of hair and textures. An ion

generator controls static, frizz and flyaways. Also new are the **O2PROLIGHT Advanced Ultralight Hair Dryer** for a November 2023 launch and the **BOX90210 Clippers and Trimmers**, debuting in September. Reach **Shauky Gulamani**, founder, at shauky@globalpartneralliance.com. www.globalpartneralliance.com

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Olivia Garden/Booth 4929 will debut the **SuperHP High Performance Hair Dryer with two new accessories** (MSRP \$299.99/salon \$249.99). It's just 13 oz. with an ergonomic silhouette for easy, all-day use and features intelligent heat control and temperature regulation, plus a 9-foot cord and an easily accessible inner filter for deep cleaning. Using less energy than traditional dryers, its brushless motor provides powerful airflow that dries even thick hair quickly.

Also new to Olivia Garden in the coming months are the **OG Barber Collection 2**, the **BCA Brush Collection**, the **Dazzle OG Brush Collection**, **BCA Shear Collection**, the **FingerBrushTrio Collection** and the **Holiday Dream Collection**. Olivia Garden is also relaunching its **JetSet Curlers** this summer. Reach **Anne Maza**, vice president of sales & marketing, at amaza@oliviagarden.com. www.oliviagarden.com

ORLY/Booth 5612 seeks reps, distributors and retail opportunities both in North America and internationally for its new line of full-coverage soft gel tips called **ORLY Builder Tips**. The ORLY Builder Tips make it much easier for entry-level and novice nails techs to create stunning professional manicures. The system also lowers the time needed to create

Builder extensions from 2 hours to 45 minutes, allowing for more than twice the number of services to be performed in the same amount of time.

The **Builder Tips Starter Kit** (salon \$99.00) includes 550 almond or square-shaped tips. It also features new **ORLY GelFX Liquid Etch Primer**, which does the job of etching in just a stroke of a brush, and creates the strongest possible bond between the natural nail and tip, significantly reducing lifting. This 2-in-1 product is also a natural nail primer. Also included are 18-ml sizes of **Builder in a Bottle**, **Nail Dehydrator**, **Topcoat** and one **GelFX Builder Buffer/File**. Products are also available open stock. Reach **Vince Ferrera** at vferrera@orlybeauty.com. www.orlybeauty.com



parabens, petrolatums, silicones and artificial colors. Formulas are hypoallergenic and dermatologically tested. Reach **Anabela Fazio**, foreign trade manager, at afazio@idraet.com.ar. www.idraetgroup.com

Pharmacan/Booth 2548 seeks salons, beauty centers, online beauty platforms, pharmacies and stores for its new **NOV (Natural Organic Vegan)** brand, a line of organic and vegan skin care, hair care, body care and baby care items with international organic and vegan certifications. Formulas are environmentally and animal friendly, and are free of parabens, paraffin, SLS, gluten, PEG, alcohol and formaldehyde.

Products include **Slow Aging Replenishing Night Cream** with prebiotics, **Dark Spot Correction Cream** with prebiotics, **Ultimate Face Cream** with prebiotics, **Eye Contour Cream** with prebiotics, **Rosehip Essence**, **Superantioxidant Serum**, **Niacinamide Serum** with prebiotics and zinc, **Hair Vinegar Tonic**, **Organic Body Oil**, **Baby Organic Nourishing Oil**, **Baby Diaper Cream** and several others. Reach **Ibrahim Evgoturen**, founder, at info@naturapharmacan.ca. www.naturapharmacan.ca



Patagonia Botanical/Booth 3336 seeks distributors and beauty stores in North America and internationally. This extensive new line for the face and body extracts the best properties of Patagonian nature at the service of beauty and health while protecting and conserving the natural habitat through sustainable procedures. The company offers exclusive formulas, safe products and proven efficacy, along with eco-certified assets that guarantee the care and protection of the environment. The line is vegan, eco-friendly and not tested on animals, and is free of

Prime Matter Labs will debut a collection of products that reflect the latest trends in sun, skin and hair care in a hosted suite at Crockford's Las Vegas. Clients and prospective clients can book meeting times through: <https://calendly.com/primematterlabs/prime-matter-labs-cosmoprof>

Triple Layer Skin Strengthening Moisturizer is designed with biotech-derived ingredients that promote hydration, collagen production and skin elasticity to strengthen every layer of the skin. **Restorative Deep Treatment Hair Mask** helps to repair and nourish hair after exposure to harsh environments.

Mineral Serum SPF 30, a lightweight liquid formula, provides optimal sun protection while moisturizing and preparing the skin for smooth makeup application. **Sunscreen Stick** offers both protection and luminous skin in a convenient delivery method for precise and on-the-go application. Reach **Cody Fullerton**, vice president business development, at codyf@primematterlabs.com. <https://www.primematterlabs.com/>



ProRituals/Booth 4529 introduces **Gold Flex Hairspray** (10 oz./salon \$9.00), offering a firm yet flexible hold that lasts all day while leaving hair shiny and brushable. The formula is compliant with all new VOC laws across the U.S. and is 50% VOC. Reach **Lori Leib**, vice president marketing and brand development for **Robanda Intl.**, at lori@robanda.com. www.prorituals.com



Puff Cuff/Booth 4343 seeks North American and international distributors for its new **PuffCuff Patterns** (MSRP \$22.00). They offer all the features and benefits of the original alternative to



plastic hair bands for styling thick, curly or textured hair with the same comfort, versatility and durability as the original PuffCuff, with the added customization of overprinted colors and patterns. Contact **Ceata E. Lash**, owner, at ceata@thepuffcuff.com. www.thepuffcuff.com

Qhue Lifestyle/Discover Beauty 2347 seeks distributors for four new fragrances that are available in parfums (MSRP \$90.00), candles (MSRP \$70.00) and diffusers (small \$100.00, large \$150.00) in three scents from the



Ombreance collection. The three scents are designed to be layered, as each scent complements the other. They are in a beautiful cement vessel that ombres in color, which is a reflection of the scent. Reach **Gelina Sutton** at info@qhuelifestyle.com. qhuelifestyle.com

Raakas World/Booth 3048 seeks North American and international distributors and retailers for its integrated, all-natural, sustainable hair and scalp care line, which is set to launch in November. The collection includes **Scalp Scrub** (6 oz./MSRP \$38.00), **Cleansing Shampoo Bar** (2.65 oz./MSRP \$20.00), **Moisturizing Conditioner Bar** (2.65 oz./MSRP \$20.00), **Hair Oil** (2 oz./MSRP \$36.00), **Scalp Serum** (2 oz./MSRP \$48.00) and **Detangling Comb** (MSRP \$12.00). The physician-developed formulas are 100% natural, silicone-free, sulfate-free, sustainable and bio-degradable, with aromatherapeutic ingredients and actives. Contact founder and CEO **Shobana Vankipuram, MD**, at shobana@raakasworld.com. www.raakasworld.com



re:BOND Hair/Booth 5039 seeks domestic and international stores for the new **re:BOND Leave-in Miracle Bond3 Building Mask** (3 oz./MSRP \$44.00) with FIBERENEW, a patent-pending, scientifically proven technology to rePAIR, reSTORE & reNEW the internal bond structures of the hair that have been damaged by bleaching, chemical services, coloring, the environment or heat styling. This intensive formula also protects hair from future damage and breakage, while leaving it healthier, soft, shiny and smooth from the very first use. The formula is vegan and cruelty-free. Contact **David Mulhollen**, co-founder, at 404-323-3045 or david@rebondhair.com. www.rebondhair.com

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Registrar Corp./Booth 1617 offers cosmetics regulatory services, FDA registration, product listings and more for domestic and international companies. **Cosmetri**, its software platform, helps to accelerate cosmetics product development and streamline compliance.

Registrar Corp's compliance services enable cosmetic brands, raw materials suppliers, manufacturers, processors and R&D labs to gain and maintain FDA compliance with ease.

Cosmetri's features empower R&D teams to manage all formulations efficiently and effectively in a secure, centralized location. Using the 30,000-plus ingredient database, regulatory check functionality, document management features, and more, cosmetics



professionals can produce effective and safe products for consumers around the world.

Cosmetics Regulatory Services start at \$495.00; Cosmetri Product Manager starts at \$2041.00 per year; and Cosmetri GMP starts at \$4190.00 per year.

Visit the following:

For **Cosmetics Regulatory Services**: <https://www.registrarcorp.com/fda-cosmetics/usfda-cosmetics-registration/>

For **Cosmetri Product Manager**: <https://www.cosmetri.com/product-manager/product-manager-plans/>

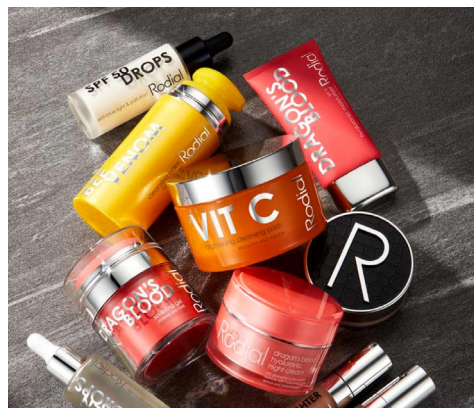
For **Cosmetri GMP**: <https://www.cosmetri.com/cosmetri-gmp/gmp-plan/>

Reach **Jaclyn Bellomo**, director of cosmetics services and software, at jbello@registrarcorp.com.

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



Revel Nail/Booth 4027 seeks distributors and beauty stores for its new **Extension Soft Gel Tips** for fast and easy application. Thanks to their pre-etched design, no filing is needed. This unique tip design provides the perfect canvas for a customizable, long-lasting (3-plus weeks wear) mani. Tips are available in 13 pre-shaped varieties of shapes and lengths. The Extension Kit (salon \$74.99) comes with everything needed to apply Soft Gel Tips, including a set of nail tips available in 13 varieties of shapes and lengths, new 15-mL **Nail Prep** and **Dehydrator**, new 15-mL **Prime acid-free primer**, 15-mL **Bond**, soft gel builder, 15-mL **Tack Free Gel Top Coat**, new **Spectra Flash Cure UV/LED Lamp** and a file. Reach **Reed Sutton**, co-founder, at rsutton@revelnail.com. www.revelnail.com



Rodial/Booth 2924 seeks domestic and international brick-and-mortar and online stores for its high-tech, innovative skin care and complexion brand founded in 1999 by entrepreneur and former beauty editor **Maria Hatzistefanis**. Targeted products deliver instant and long-lasting benefits. From in-store

support and education to exclusive curations and products, Rodial offers retailers whatever is needed for a combined success. Reach **Melissa Stromberg**, director of sales North America, at melissa.stromberg@rodial.co.uk or **Andrew Chavez**, national sales manager, at us.events@rodial.co.uk. www.rodial.co.uk

Rozuri By Maya/BVS2944 seeks international beauty stores for its

Naked Oil (MSRP \$110.00), a head-to-toe multi-use oil for body, hair and nails. Super clean, the formula has just three ingredients. It absorbs rapidly to deliver instant hydration while sealing in vital moisture and delivering key nutrients to the skin. 100% raw, hand-harvested and cold-pressed rosehip seed oil is blended with soothing vitamin E and antioxidant-rich rosemary extract to create an ultra-lightweight, aromatic oil. It helps to stimulate collagen and elastin production to promote skin firmness and elasticity, helps reduce skin pigmentation, improves the appearance of scars, moisturizes deeply and helps to regenerate tissue after surgery and burns.



For every bottle sold, the company donates \$1.00 to the **Senqu Foundation**, which supports various organizations aiming to improve the lives of at-risk women and children in Lesotho.

Reach **Carolyn Walter**, head of sales, at sales@rozuri.com or 678-997-7289. www.rozuri.com



Rule Cosmeceuticals/Booth 2154 seeks North American and international distributors and beauty stores for its new **All in One Day Cream** (MSRP \$89.99) and **Day Gel** (MSRP \$89.99), both for normal to dry skin. Rule Cosmeceuticals is also previewing **Stem Cell Eye Serum with Biopeptides**, **Stem Cell Face Serum Anti-Aging with Biopeptides**, **Stem Cell Hair Regrowth Serum**, **Signature Serum**, **Stimulate Hair Growth Anti-Gray Hair Spray**, **Acne Eraser Spray**, **Aluminum Free Deodorant Spray**, **Facial Mist Moisturizing**, **Hair Growth Shampoo Gray Reducing Anti-Dandruff Volume Boost**, **Anti Hair Loss Oil Balance Anti-Dandruff Volume Boost**, **Body Wash Hydrating** and **AHA/BHA Cleanser Gel Gentle Exfoliating** for fall launches.

Rule Cosmeceuticals aims to make skin, hair and body care easier for men and women by providing high-quality ingredients that deliver results in one simple bottle at an accessible price point. By using advanced and scientifically proven ingredients, such as skin caviar, plant-based stem cells and AHA/BHAs, Rule Cosmeceuticals is able to follow its No. 1 rule that everyone deserves to have the best without compromise. Reach **Levon Sarkysan**, CEO, at +1 910-550-0000 or info@rulemen.com. www.rulemen.com

Samson's Haircare/Booth 4239 seeks distributors for its small-batch artisanal men's grooming, and hair care products. Joining hero product **Foster the Curl Crème** (5.07 oz./MSRP \$26.00) are **Beard Balm** (2 oz./MSRP \$17.00), **Beard Oil** (1 oz./MSRP \$16.00), **Body Soap** (6 oz./MSRP \$11.00), **Shampoo** (12 oz./MSRP \$20.00), **Conditioner** (12 oz./MSRP \$20.00), **Dead Sea Clay** (4 oz./MSRP \$22.00), **Hair Pomade** (3 oz./MSRP \$19.00), **Matte Finish Clay Pomade** (3 oz./MSRP \$19.00, 1 oz./MSRP \$8.00), **Matte Styling Cream** (4 oz./MSRP \$19.00), **Remedy Sleek Spray** (6 oz./MSRP \$22.00), **Remedy Styling Foam** (6 oz./MSRP \$26.00), **Solid Cologne** (1 oz./MSRP \$18.00), **The Bench-Leg** (3 oz./MSRP \$22.00) and **Volumizing Matte Powder** (1.4 oz./MSRP \$19.00). Reach **Adam** amuncy@samsonshaircare.com. www.samsonshaircare.com



SGS/Cosmopack Booth 1528 invites you to stop by and learn how this testing, inspection and certification company can help bring your cosmetics products to market quickly and safely. Also at the booth, SGS will present **"Regulatory and Consumer-Driven Trends in Cosmetics,"** which will cover how the **Modernization of Cosmetic Regulations Act of 2022** will change the requirements for the industry, as well as how consumers are increasingly demanding transparency to identify natural, vegan and vegetarian products easily.

Skincare Junkie/Discover Beauty Spotlights 2348 seeks beauty retailers, and international and domestic distributors for its new signature collection. Products include **Megadose Super Antioxidant Face Moisturizer** (50 mL/MSRP \$68.00), **Gentle Jelly Facial Cleanser** (180 mL/MSRP \$34.00), **Dark Spot Fade Wand** (10 mL/MSRP \$72.00) and **Pore Therapy Daily Toner Pads** (50 biodegradable pads/MSRP \$42.00).

Products are 100% vegan, cruelty free, hypoallergenic and free of parabens, phthalates, PEGS, sulfates, SLS, SLES and dyes. They are made in the USA of responsibly sourced global ingredients and feature sustainable and recyclable packaging.

Skincare Junkie was founded by NYC board-certified dermatologist, **Blair Murphy-Rose, MD**, who has seen it all in her practice—breakouts, redness, dryness, compromised skin barriers and everything else. What she noticed most was patients who had turned to popular skin care lines to solve one problem, and then ended up with a whole other issue—caused by the very products they were told would help them.

Want to know the solution? Reach **Blair Murphy-Rose, MD**, owner, at blairamc@gmail.com. www.skincarejunkie.com



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Solano/Booth 5236 seeks domestic and international distributors for the re-introduction of the **Supersolano Professional Hair Dryer** (salon \$149.00), which ships October 1. The classic iconic design returns! It's available in Gloss Red + Black or all-black. It features a hand-built, super high-velocity A/C motor with 1875-watt heating element coated with Tourmaline for maximum shine and smoothness. Ceramic technology ensures even heat distribution. It comes with a 2-year factory warranty with the Care + Repair service program. Reach **Alan** or **Sabrina Kossof**, owners, at sales@solanousa.com or 800-733-7902. www.solanopower.com



Stephanie Johnson/Booth 3032 seeks U.S. retailers and large beauty brands for collaborations on Gift with Purchase projects, international distributors and U.S. sales reps for its Fall/Winter 2023 collections of bags called **Tropea** and **Miami Thyme**.

The Tropea Collection features a color palette that echoes the natural beauty of this

destination. What sets these bags apart is their use of recycled materials, which not only pays homage to Tropea's pristine environment but also serves as a statement of intent for preserving our planet's beauty.

The Miami Thyme collection offers stylish and functional beauty and makeup bags inspired by the vibrant energy of Miami, with frosted green color, cork and gold accents. Reach **Kelli Whelan**, VP sales, at kwhelan@ricardobeverlyhills.com. <https://www.ricardobeverlyhills.com/pages/stephanie-johnson>

STYLECRAFT, LLC/Booth 4543, which markets the **StyleCraft** and **GAMMA+** brands, is launching several high-tech tools.

The Rebel trimmer (MSRP \$149.95) has an



engineered super-torque motor that offers 7,500 strokes per minute for optimized bulk removal, while compact and lightweight. The Stainless-steel X-Pro wide blade, assembled along with a 2.0 shallow-toothed cutting blade, results in the smoothest, crunchiest cutting with ultra-sharp lines. The Lithium-ion battery delivers 3-hours of cordless run-time with a 90-minute recharge time. Rebel trimmer also has three interchangeable modular lid covers in black, blue and hot pink to customize the look.

Cosmic Wand (MSRP \$109.95) creates beautiful curls and waves with advanced tourmaline technology, which neutralizes static and leaves hair looking shiny, healthy and frizz-free. Lightweight and portable with rapid heat recovery, it heats up quickly and maintains a consistent temperature.



Genesis Hot Air Hair Brushes (1.25 inch and 1.5 inch/MSRP \$69.95) allow you to create beautiful curls and waves anytime, anywhere. With advanced tourmaline technology, they neutralize static and leave hair looking shiny, healthy and frizz-free. Lightweight and portable with rapid heat recovery, they heat up quickly and maintain a consistent temperature.

Jetliner Hair Dryer (MSRP \$329.95) with a long-life digital brushless motor operates at an incredible 105,000 RPM to deliver powerful and efficient performance. The digital display features five preset heat/speed settings

designed for fine, normal and coarse hair, with a turbo mode and manual modes for customized performance. With 13 heat/speed settings you can find the perfect temperature and airflow for every hair type. Comes with a 9-foot cord and convenient hanging hook. The auto-locking function ensures that your selected speed and heat settings remain consistent.



Cyborg Hair Clipper (MSRP \$219.95) has a powerful digital brushless motor with high torque density with low vibration and sound. A heavy-duty full metal body and ergonomic design provide increased stability and safer handling. The recessed hand grip ensures maximum comfort and precision. Assembled with a Fixed Black Diamond DLC Faper blade and Black Diamond shallow-toothed 2.0 cutting blade, the Cyborg offers smooth operation and reduced heat. Its Lithium-ion battery delivers 6-hours of cordless run-time from just 180-minutes of

charge. The **Cyborg Hair Trimmer** (MSRP \$199.95) offers efficient power transfer, resulting in smoother operation and reduced



heat. With its high torque density and low vibrations, it provides effortless and precise grooming at 7,500 rpms. Equipped with a Stainless-Steel X-Pro Wide blade and The One DLC deep-toothed cutting blade and fully adjustable zero-gap blade, it provides a close cut and finish. Powered by a long-lasting Lithium-Ion battery, this trimmer has a 3-hour run-time. Use the anti-slip LED docking station and charge in 90 minutes or by USB/C. Reach **Tony Mauro**, national sales manager, at tony@stylecraftus.com. www.stylecraftus.com

Supermood/Booth DB2254 seeks domestic and international manufacturer's reps, distributors and beauty stores in North America for its forward-thinking wellness brand from Finland that champions a holistic approach to beauty. The brand is deeply rooted in the belief that beauty emanates from the inside, seamlessly connecting physical and emotional well-being. While the brand's natural skin care range has garnered acclaim, the company is now adding dietary supplements (MSRP \$35.00 to \$99.00) to its portfolio for an inside-out routine.

For online retailers, Supermood offers an evolving product range that appeals to conscious consumers. The compelling brand narrative and anticipation for the supplement range stimulate engagement and conversions.

For physical retailers, Supermood offers a touch of excitement to the beauty and wellness sections. The evolving product range piques customer curiosity, creating opportunities for return visits and sustained interest. Moreover, they align perfectly with the rising trend of wellness-focused retail, adding value to stores that cater to the increasingly health-conscious shopper.

In a nutshell, Supermood is more than a product range, it's a lifestyle choice, a brand in evolution, ensuring a compelling retail presence and strong market appeal.

Supermood's forthcoming dietary supplements reflect the brand's holistic approach, merging beauty and wellness. These supplements harness nature's potent ingredients to target the root causes of skin issues rather than just the symptoms. This fusion promises transformative benefits for users, enhancing their well-being from within. The supplements aren't just products; they're a lifestyle shift, redefining beauty norms. Reach **Karolina Plikaityte**, COO, at k@supermood.us. www.supermood.us

Surface Hair/Booth 4905 seeks North American and international distributors for its **Awaken**

Therapeutic sub brand, as well as for its new **Pure Color Ultra Lift Lightener** (40-gram tub/salon \$35.99). With antioxidant protection and activated charcoal, Pure Blonde Ultra Lift



powder with built-in bond repair supports healthy hair with the ultimate antioxidant combination of amaranth protein, babassu and moringa oil. This low-ammonia formula with activated charcoal binds toxins to itself, clearing free radicals and unwanted minerals from the hair, while controlling underlying pigments. The result is a lighter and healthier blonde. Reach **Nathan Grund**, COO, at ngrund@surfacehair.com. www.surfacehair.com



SUTRA Beauty/Booth 4709 seeks domestic and international distribution and beauty stores for its new **SUTRA Beauty 2-inch Infrared Dryer Brush** (MSRP \$110.00). This Infrared Blowout Brush is an all-in-one drying and styling solution featuring healthy heat far Infrared and ionic technologies. An ultra-concentrated airflow dries hair from the inside out, while smoothing frizz on the outside. It cuts down on styling time while using less heat. The result is healthy, shiny-looking styles that last.

The tool features a rose-gold oval barrel with a mixed-bristle brush, 1000W DC motor, an ion generator, three heat settings and a 360° Swivel Cord. Reach **Liam Ben David**, CEO, via sherry@slcpublicrelations.com. www.sutrabeauty.com

Swiss American CDMO/Booth 1214, a contract product development and manufacturing company specializing in skin, sun and topical wound care products, provides turnkey services for brands worldwide. The company is featuring its new Bag-on-Valve (continuous spray) all-mineral SPF formulations, revolutionizing the look and feel of an all mineral SPF. They develop custom IP for all high-load zinc formulations that blend seamlessly into all skin tones. Reach **Lauren Kaye**, director, strategic marketing, at lkaye@sacdm.com. www.sacdm.com



Swiss American CDMO

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Thai Ho Group/Booth 1433 Cosmpack in partnership with **Roberts Beauty** seeks international and domestic beauty chains, including multi-unit beauty stores, for its **Eco-Focused Turnkey Collection of The Next Generation of Clean Cosmetics**, featuring clean formulas and recycled packaging. It can be made from up to 100% ocean plastic that is recycled from the ocean and the bulk (the makeup) is Clean Beauty per Sephora's standard of Clean Beauty. Reach **Jeffrey R. Ten**, vice president international, at jeffrey.ten@thaiho.com. www.thaiho.com

Tiyati/Booth 3138 seeks North American distributors and stores for its natural, vegan cosmetics and water-based, alcohol-free perfume (100 ml/ MSRP \$60.00 USD).



Transparent, water-based, alcohol-free perfumes were designed for those abstaining from alcohol, with sensitive skin and those who want to live a more

natural, healthy lifestyle. Exquisite scents have been created in collaboration with one of the most prestigious fragrance houses in Grasse, France. Reach **Mohamed Garnet**, sales manager, at m.garnet@tiyati.co.uk or mobile 07459805154. tiyati.co.uk

Uberliss/Booth 4937 seeks U.S. and international distributors and retail beauty stores for its new **Bond Purple Shampoo** (10 oz./MSRP \$24.99, 32 oz./MSRP \$55.99) and **Conditioner** (10 oz./MSRP \$25.99, 32 oz./MSRP \$59.99). The pH-balanced duo strengthens hair and fights brass at the same time. They both contain patented bond sub-micron technology,

betaine and fruit extracts, which help to moisturize and strengthen hair, and keep the scalp healthy. When using the Bond Purple Shampoo and Conditioner together, breakage reduces by 52.71%. The vegan formulas are made in the USA in Chicago. Reach **Ana Hidalgo**, brand and product manager, at ana@uberliss.com. www.uberliss.com



Universal Beauty Products/Booth 4501 seeks new partners to expand its product offering across the U.S. and international markets. The company is showing new products, including:

- **Jamaica Mango Lime Braid Your Way System** and **Black Castro Oils** 100% Natural
- **Beard Guyz**
- **Van der Hagen** is offering **New Whiskey Tobacco & Eucalyptus** scent shave soaps and expanding into the female shaving category with a range under the **Lady Van der Hagen** sub-brand.
- Relaunching **My DNA**
- **Smooth Moisture**, an independent lab-tested four-step system to strengthen hair and

protect it from up to 450-degree flat iron heat temperatures. Formulas are infused with marula, argan, grapeseed and other natural oils and ingredients. Reach **Joseph Petracca**, director of sales, at joseph.petracca@universalbeauty.com. www.universalbeauty.com

Upper Canada Soap/Booth 2637 seeks North America distributors and beauty stores for a variety of new products.

The **L.E.D. Cloud Shaped Mirror by Danielle Creations** (MSRP \$19.99) features three brightness settings, a tray base and distortion-free glass. It brings a hint of whimsy and a heap of style to any vanity or bathroom counter.

New Shaped Handheld

Bamboo Mirrors by Danielle Creations (MSRP \$14.99) come in Cloud, Lips, Flower and Star designs. They're durable and compact, making them perfect for travel. When not in use, they double as a cute statement piece on top of a vanity or bathroom counter. Mirrors are supported with a bamboo handle and have soft neutral tones.

New **Hair Bun Curling Sets by Studio Dry** (MSRP \$12.99)

include two satin foam rods and two satin bun cover caps. Simply wrap your hair in the soft and easy to sleep in overnight rollers, hit the snooze and wake up with beautiful bouncy curls. They come in assorted colors and patterns.

The **L-Shaped Curling Wand by**

Danielle Creations (MSRP \$59.99) is a new shape, with the function of a hair curler but the ease and functionality of a hair dryer. With its sleek design and comfortable grip, the L-Shaped Curler allows consumers effortless



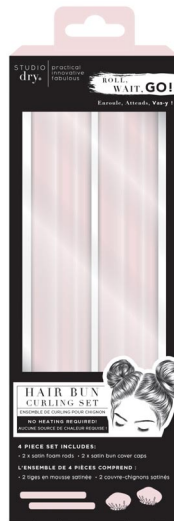


for beauty gurus and a little bit goes a long way!

The **Mini Hair Tools Collection by Danielle Creations** (MSRP \$24.99) in pastel colors slips into a purse easily for hair styling on the go. The new **Mini Wave Maker** tool is up to 30% smaller than traditional wave tools.

The **Crystal Foot File by Danielle Creations** (MSRP \$19.99) is a follow-up to Upper Canada's Crystal Hair Eraser and is the perfect easy-to-use tool for removing rough skin from heels and feet. Its oval design fits easily into a hand and allows for firm control. Simply glide the tool along the desired area and watch rough skin disappear!

Reach **Evelyn Rodriguez**, sales manager, at erodriguez@uppercanadasoap.com. www.uppercanadasoap.com



Reach **Ustawi/DBS 2143** seeks domestic and international distributors and beauty retailers for its

new **Eye Serum Perfector 5 IN 1** (15 ml/ 0.5 fl. oz./MSRP \$55.00).

This bio-gel antioxidant treatment instantly lifts, depuffs and brightens to reveal a refreshed and rejuvenated eye contour. Simultaneously, active key ingredients help provide long-lasting, anti-aging results by protecting skin from free radical damage and stimulating collagen production for skin that is firm and supple. Reach **Peter Fabri**, general manager, at pfabri@ustawi.com. www.ustawi.com



curling with precise control. This tool is compact and travel friendly.

The **Makeup Melting Balm by Erase Your Face** (100 ml/MSRP \$14.99) gently dissolves

makeup particles, leaving pores clear of excess oils. This cleansing balm is suitable for all skin types and casts a wide net for potential customers. Clear and refreshed skin is not just

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Valera/Booth 4514 seeks North American distributors for its line of Swiss Professional Hair Tools, including the **Color Pro Light 3000** (salon \$189.00), **Dynamic Pro 4200** (salon \$299.00), **Unlimited Pro 5000** (salon \$299.00) plus new straighteners, clippers and a classic dryer debuting at the show. Valera hair tools, whether dryers, flat irons or trimmers, deliver Swiss quality and innovation, focusing on the pro beauty market. Designed with the professional hair stylist in mind, Valera hair tools are ergonomic, durable and sustainable. Their engineered motors have an average 10,000-hour lifespan and lowest defect rate of any tool company worldwide. Reach **Sergio Bove**, vice president of sales, **Valera USA Corp.**, at s.bove@valerausa.com. www.valera.com



Vanity tools/DBOB 2852 will launch the **VanityMat Collection**, including the **Velvet No-Mess VanityMat** (MSRP \$13.00) and the **No-Mess Vanity Mat** (MSRP \$20.00) to keep your vanity clean and free from makeup fallout. The Velvet No-Mess Vanity Mat is crafted from high-quality, easy-to-clean materials, ensuring a durable and long-lasting product. The No-Mess Vanity Mat with HeatSafe Silicone Holder not only keeps your vanity clean from makeup fallout but also protects it from the damaging heat of hot tools. Crafted from heat-resistant silicone, it provides a safe, cool and secure resting place for curling irons, straighteners or hair dryers.

Reach **Rosie Iglesias**, sales rep, at riglesias@mainstreamintl.com or **Mona Lisa Crossway**, founder, at vanitytoolsllc@gmail.com. www.myvanitytools.com

Voesh New York/Booth 3423 seeks distributors for its new **Head-to-Toe Cleansing Soap** (MSRP \$14.00), which cleanses from hair to feet.

This all-over cleansing bar gently washes away impurities while delivering a nourishing blend of 17 amino acids and 7 hyaluronic acids to repair and hydrate skin and hair. Green tea extract and vitamin B5 help to detoxify skin and reduce acne or acne-related blemishes. Reach **Sarah Gramata** at sarah.gramata@voesh.com. www.voesh.com.



W.Dressroom/Booth Beauty Vanity 3050 from Besselco will debut **Dress & Living Clear Perfume**, a K-Beauty clean fragrance to the



U.S. market. W.Dressroom creates memorable scents sourced with fresh sensorial ingredients to inspire wellness and individuality with a hint of New York flair. MSRPs range from \$14.99 to \$19.99; gift sets retail higher. Dress & Living perfumes can be utilized as a perfume or a fabric refresher. The water-base formula is 99% anti-bacterial and hypoallergenic, and the formulation eliminates 99% of the odor-causing bacterial on your skin and fabric, leaving only freshness behind. Reach **Colleen Baren**, president and coo, at colleen@besselco.com. wdressroomusa.com

Wahl Clipper Corp/Booth 4809 seeks distributors worldwide for the new **Cordless Barber Combo** (MSRP \$279.00) and **Hi-Viz Trimmer**.

Wahl Professional pairs its No. 1 selling clipper with its No. 1 selling cordless trimmer in the new 5 Star Cordless Barber Combo. It features DLC blades, an upgraded clipper motor and a new matching look. The new Hi-Viz Trimmer has an exposed, extra-wide T-blade for clean lines. Titanium and DLC-coated, zero-gap blades



stay cool and remain sharp. The super-slim body allows for accurate trimming, while adaptive speed control lets you cut every hair in one hit. It runs for 2-plus hours. Reach **Thomas Crumpton**, national sales manager, at thomas.crumpton@wahlclipper.com. www.wahlpro.com

Wellness Premium Products/Booth 5125

seeks international distributors and domestic distributors, chain salons, salons and beauty stores for its five new salon back-bar sizes (MSRP \$55.00) for the **WellPlex** and **VolumePlex** collections, along with **Silver Hair Shampoo**. Products contain organic, cold-pressed hemp seed oil, one of the purest and potent extracts that heal the hair strand from the inside out. This rich source of omegas 3 and 6 help to strengthen hair strands, nourish hair and scalp, and help promote rapid hair growth. Hydrolyzed keratin delivers silky, shiny, soft and healthy hair. Reach **Roni Joseph**, president, at 702-682-5169 or roni@wellnesspremiumproducts.com. www.wellnesspremiumproducts.com



Wigotism/Booth 4253 is previewing its signature product, which is a protective product for wigs (MSRP \$12.99 to \$14.99), and seeks distributors and beauty stores in North America. This protective cloth helps to keep wigs dust free when not in use. The concept is to use the product alone with a mannequin wig head for added protection when the wigs are being stored. Reach **Morgan Jackson**, sales and marketing, at info@wigotism.com. www.wigotism.com

XYON Health seeks manufacturer's reps, distributors and premium beauty stores/salons in North America and global markets for its new suite of physician-formulated, prescription and over-the-counter hair-growth offerings for men and women. XYON Health is a digital health company and provides its customers a platform to access specialist medical consultations and innovative hair health non-prescription and prescription offerings. Products include **Performance Shampoo** (10 oz./MSRP \$39.00), **Performance Conditioner** (10 oz./MSRP \$39.00), and **prescription topical treatments** (\$99.00 to \$129.00 per month).

XYON's proprietary delivery technology, SiloxysSystem, is designed to precisely target medications to the hair follicles while reducing unwanted absorption into the body. Founded by renowned medical specialists and hair restoration doctors, who saw the quality-of-life challenges that hair loss has on the men and women they were caring for, XYON's strong scientific and innovative foundation stands apart from other digital health offerings. Reach **Simon Pimstone, MD, PhD, FRCPC**, founder & CEO, at



spimstone@xyonhealth.com. www.xyonhealth.com

ZQUARED seeks brands looking for an ecommerce partner. Today's informed consumers expect a seamless buying experience, painless returns and fast shipping speeds. Plus, the competitive landscape has shifted, bringing new challenges to the market. ZQUARED offers resources that allow them to achieve success beyond their current capacity. How does it work? Zquared purchases inventory and provides comprehensive benefits—multi-channel support for platform control, optimization and promotion—at no fee to accelerate what's working and find solutions for what isn't. Starting with a comprehensive channel audit, they inform you of your current marketplace health and follow up with potential opportunities and solutions to move the needle forward. Set up a free channel audit by reaching out to partners@zquared.com. Reach **Charlie Meyer**, director of business development, at charlie@zquared.com. <https://zquared.com/>

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distributor dish



Leyton House Professional's Global Business Development Director Craig Sheppard (left) and Piermarco Imports' Owner Gepepe Enfiomusi (right) recently teamed up to market the brand in the NE.

On June 12, Piermarco Group Imports launched Leyton House Professional, an Australian-based company that offers a full portfolio of professional hair products, to salons in New York, New Jersey, Connecticut and Pennsylvania.

"We had a great launch and are looking forward to working with Leyton House," says **Gepepe Enfiomusi**, owner of Piermarco Group. "It's a well-rounded company that fits nicely with our existing brand portfolio and our brands are aligned with a focus on the professional salon owner and hairdresser." Reach Enfiomusi at geppe@piermarcogroup.com.

store biz

Bluemercury will relocate its company headquarters to New York City from the Washington D.C. metro area, where it was founded in 1999. The beauty specialty store, which has been part of **Macy's, Inc.** since 2015, will vacate its current office in Bethesda, MD, in August and take up residency in the JACX building in Long Island City, Queens, where fellow Macy's, Inc. nameplate, **Bloomingdale's**, is also a tenant. The cost-efficient relocation is expected to allow Bluemercury to benefit from the existing infrastructure of the Macy's, Inc. organization in New York City.

"As we strive to be the ultimate specialist in the beauty of our clients, we want to align our home base with the epicenter of beauty. Many of our partner brands are based in New York, including much of our Macy's, Inc. family, enabling even stronger collaboration with partners and within our portfolio to realize greater efficiencies and outcomes," says **Maly Bernstein**, CEO. "As we look

toward the future of our brand and business, including our fleet and our team, this transition will help us unlock our next chapter of growth."

Bluemercury has experienced continued growth in its 24 years to reach its nationwide presence and achieved a record sales volume year in fiscal 2022. This move marks an important step forward in the organization's growth strategy and aligns well to the brand's highest concentration of stores in the U.S., as well as its growing employee population in the area and access to top industry talent.

Adds **Tony Spring**, president and CEO-elect of Macy's, Inc., "Luxury is one of Macy's, Inc.'s five key growth vectors, and Bluemercury is an important part of that plan, so I look forward to seeing all that's to come as the brand evolves."

Bluemercury has long maintained its standing as the luxe neighborhood beauty store and has become known for offering a portfolio of premium and innovative products across all beauty categories while providing honest, expert advice that is personalized for every customer. The company currently has 178 locations across the country. Bluemercury helps people discover their unique selves by shining a light on what makes them wonderfully distinctive. Visit www.bluemercury.com.



The Bluemercury store in NYC at 68th Street and Third Avenue.

people

Sennen Pamich has been named CEO at Image Skincare, a global brand that



Sennen Pamich

develops and distributes clinical products for the professional skin care channel. Previously, Pamich, served as president of Wella Company Americas.

Pamich has more than 30 years

of experience in consumer packaged and luxury goods, as well as a long track record of success scaling private-equity-backed and omni-channel businesses. His deep expertise driving revenue growth at multi-billion-dollar beauty and wellness companies, decades of proven leadership skills and strategic insights will help to accelerate Image's growth and reinforce its position as a leader in the highly competitive skin care market.

Says Steven Loeffler, principal at MidOcean Partners, a middle-market private equity firm and majority owner of Image, "Pamich's extensive experience in the beauty sector, including in both the professional channel and skin care broadly, combined with his deep understanding of consumer preferences and market trends, make him the ideal fit to propel Image through its next phase of growth. With him at the helm, we believe Image will be able to leverage its cutting edge clinical formulations, high-performance products and ingredients, and leading position in the professional skin care market to further accelerate on the attractive opportunities that exist in the market today."

Janna Ronert, Image Skincare founder and chair adds, "Pamich has a strong track record

of developing world-class organizations and scaling global enterprises, and will be a great cultural champion of Image."

Prior to serving at Wella Company, Pamich was senior vice president of COTY Professional Beauty, North America. Before that, he served as global president Portfolio Brands and global president, Revlon Salon Division for Revlon Inc. He previously held executive and leadership roles at BVLGARI, Johnson & Johnson and Procter & Gamble. He earned an M.B.A. in International Business and a B.S. in Business Administration from the U.S. International University.

Industry veteran Gordon Miller has joined Beauty Cast Network as CEO/president.

As a career services and placement organization for the professional beauty industry, BCN has been connecting schools, emerging talent, and leading regional and national employers for over 10 years as part of its mission to help students create more sustainable, successful careers.

"BCN's vice president Jim Cox and I have known Miller for well over 25 years," says Penny Burns, BCN founder. "He is recognized for his deep passion for education, educators, students, salons and emerging new professionals. He is also known as an innovator and thought leader in both digital and social media. As we look to expand BCN's resources, reach and results, Miller's values and drive are perfectly aligned with BCN's mission and goals."

Miller has held senior leadership roles in the education, media and community segments of the industry, including vice president/member schools, Pivot Point

International; president, Milady Publishing; executive director, National Cosmetology Association; publisher, American Salon Magazine and americansalon.com; and CEO/president, Hairbrained.me. In late 2022, he launched Social Beauty Makers, a boutique media and consulting collaborative working in the media, events and education space. In his role as BCN president/CEO, Miller will continue to produce his weekly Social Beauty Makers podcast and related e-newsletter on trends in tech for beauty.

Joining Miller on the BCN team is his long-time social media director **Courtney Bright**, who was a lead asset in growing the audiences at both American Salon and Hairbrained. She will help to leverage BCN's efforts on social and digital platforms to inspire and educate emerging professionals.

"Courtney and I are excited to team up again to dig deep and do important work in an area that is too often overlooked—Career Service and Placement focused on inspiring long-term career success," says Miller.

This month, BCN will launch a 30-minute weekly podcast, **"Mastering Beauty, Building Sustainable, Successful Careers,"** hosted by Miller. It will focus on best practices and advice for pros of all ages, categories of expertise and experience, and students/new



Gordon Miller and Courtney Bright

professionals. It's the first in a series of projects BCN plans to add to its 2023 calendar of 40 digital and live events focused on creating sustainable careers. Reach Miller at gordon@beautycastnetwork.com. Contact Bright at courtney@beautycastnetwork.com. Visit www.beautycastnetwork.com.

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L'Oréal has appointed Liliahn Majeed as chief diversity, equity and inclusion officer, North America.



Liliahn Majeed

In this role, she will report to David Greenberg, CEO, L'Oréal USA and president, North America Zone. She will join the management committee of L'Oréal USA, as

well as the leadership team of Margaret Johnston-Clarke, L'Oréal's global Diversity, Equity and Inclusion Officer.

"For L'Oréal, diversity, equity and inclusion are fundamental to our business strategy, anchored in the strong expectations of our stakeholders and rich beauty expressions of our consumers. I firmly believe that our long-standing commitment to DE&I will continue to fuel our creativity and innovation and enrich our workplace culture," says Greenberg. "Liliahn has an impressive track record of advancing DE&I initiatives that shape and shift culture and accelerate business transformation in large, culturally relevant organizations."

Majeed joins from Universal Music Group, the world's leading music company, where she was the first global chief diversity, inclusion and belonging officer. In that role, she led a team focused on strengthening representation, inclusion, equity and belonging across a global workplace and operations across 60 countries, the marketplace and their social impact efforts. She also co-chaired the Institutional Change Committee of UMG's Task Force for Meaningful Change, the company's driving force for equality, justice and inclusion.

"I am thrilled to be joining L'Oréal and have a hand in ensuring that our company and portfolio of brands are able to use their cultural power and positive influence to achieve a more inclusive vision and version of beauty," says Majeed. "My mission is to be a leader of the global belonging movement

where we all believe that we are more alike than we are different, and that even those differences can create tremendous value for the world."

Prior to joining UMG in 2020, Majeed spent 15 years at the National Basketball Association, where she was a senior vice president of diversity & inclusion across the NBA, WNBA and NBA G League. She graduated from Howard University with a bachelor's degree in business administration and hospitality management, and from the Kellogg School of Management at Northwestern University with a master's degree in business administration.

At Farouk Systems, Inc., Richard Rivas has been promoted from senior vice president



Richard Rivas

of marketing to president of marketing. With over 12 years of experience in marketing and branding, Rivas has demonstrated exceptional leadership skills, strategic thinking and a deep

understanding of consumer behavior.

"Rivas has consistently demonstrated his dedication, expertise and vision for the company's brands," says Dr. Farouk Shami, founder and chairman of Farouk Systems, Inc. "His promotion reflects my confidence in his ability to lead our marketing efforts and further strengthen our position as a global leader in the beauty industry."

In his new role, Rivas will continue to oversee the development and execution of marketing strategies to enhance the company's brand positioning, strengthen customer relations and drive revenue growth. He will work closely with the executive team to identify market trends, analyze consumer insights and develop compelling campaigns that resonate with the target audience.

Rivas has played a pivotal role in expanding Farouk Systems's presence in

domestic and international markets. Under his leadership, the company implemented digital marketing initiatives that have elevated brand awareness and engagement.

Says Rivas. "We have an incredibly remarkable team, a portfolio of exceptional products, and an unwavering commitment to innovation and education. I look forward to driving our marketing initiatives forward, as we continue to provide our customers with high-quality and sustainable haircare solutions." Visit www.farouk.com.

Beauty by Imagination, a manufacturer of Wet Brush, Goody, Ouidad, Curls and Bio Ionic, is gearing up for its next phase of growth and reinforcing the company's brand-centric go-to-market approach by



Dolapo Roberts-Voskuhl

creating new strategic teams led by three female vice presidents.

Newest to BBI is **Dolapo Roberts-Voskuhl**, who will serve as vice president, brand strategy and growth for Bio Ionic and Curls. She joins BBI from L'Oréal USA, where she led marketing and innovation for the face category on Maybelline NY's Emerging Markets team. Prior to her tenure at



Amanda Orban

L'Oréal, she worked at the Estée Lauder Company on Tom Ford Beauty, Origins, Lab Series, and at GHD, in various commercial and global marketing roles.

Joining Roberts in this updated brand leadership structure are two BBI emerging leaders. **Amanda Orban** has been named vice president brand strategy and growth for Goody and Ouidad,

while **Melissa Ayers** assumes the same role, overseeing Wet Brush and International.



Melissa Ayers

Orban, also a L'Oréal USA alumnus, joined BBI from Spinmaster in late 2022, while Ayers boarded in February 2023 from J. R. Watkins where she led marketing and innovation.

"We are thrilled to have three talented leaders from varied business backgrounds driving growth for our iconic brands," says Marina Binichis, BBI executive vice president. "I am excited by their unique abilities and combined experiences and look forward to supporting these new brand bosses, as they catalyze BBI's next phase of commercial excellence and category-leading performance."

Keune adds two to its marketing department, as Chelsey O'Donovan joins as promotions manager and Jessica Adams boards as senior marketing director.

O'Donovan's experience includes creating and implementing advertising content, overseeing design projects on deadline and on budget, creating social media campaigns and monitoring analytics, producing



Chelsey O'Donovan

persuasive sales and marketing presentations, and creating digital and printed marketing materials.

O'Donovan was born and raised in the Atlanta area. She comes from the entertainment and film industry. She has two children and two dogs and a passion for traveling.

In her previous role as director of sales

and marketing at Palace Entertainment, Adams optimized annual marketing budgets across multiple locations in order to increase conversions, drive brand loyalty and fuel substantial bottom-line growth. She achieved an 18% increase in annual sales while leading brand strategy through robust digital and social media campaigns, special promotional events and influencer marketing, and drove a 15% increase in ROI by creating A/B testing plans for digital and Facebook ads. Adams yielded a 20% growth in sales in one quarter via a new investment campaign strategy and



Jessica Adams

increased website conversions by 20% after a website revamp. She generated high-volume conversions by delivering a consistent experience across SEO, SEM, email campaigns, Google Analytics, and social and digital marketing channels.

She and her husband Brock recently celebrated their 20th wedding anniversary. They have two children, Aidan and Emma, plus a German Pinscher dog named Max.

Ashley Bell has been promoted to regional manager at Piermarco Group Imports, an



Ashley Bell

East Coast distributor of professional beauty products serving salons in New York, New Jersey, Connecticut and Pennsylvania.

She will manage New York City and the state of New Jersey for the company. She has been with the distribution company for four years.

Takara Belmont USA has tapped Karen Gordon to lead its innovative education



Karen Gordon

initiative for hair and scalp care treatments and services. The **YUME Head Spa** Education Program aims to empower salon owners and beauty with comprehensive courses, workshops and

seminars to expand their skill sets and expertise.

Gordon says, "Having had the privilege of experiencing this exceptional service firsthand in Japan, I recognized the pressing need to introduce this service to the U.S. market to meet the rapidly growing demand for hair and scalp care treatment."

Following the successful completion of a rigorous training and education program by a master head spa educator in Japan, Gordon is spearheading the development of a structured learning program and building a network of educators across the U.S. Participants will receive training on proper consultation techniques relevant to scalp and hair care and learn how to tailor their service offerings to their specific location and competitive setting.

"We are thrilled to have Gordon lead the charge with such a transformative education program," says **Koji Orita**, executive vice president at Takara Belmont USA. "Her trichology expertise, industry insights and extensive knowledge of our YUME Head Spa services, provide the ideal blend of elements for a world-class education program."

Says Gordon, "Today, clients are deeply devoted to mental and physical wellness. Through a hands-on education program, we can help stylists and cosmetologists embrace this shift in mindset and stay at the forefront of the industry with an exceptional service experience." For more information on the education program, visit <https://beauty.takarabelmont.com/>.

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Mad Rabbit has hired four new business development managers.

Gia Guglielmo is an experienced cosmetologist and sales professional. She has



Gia Guglielmo

over 30 years in the beauty industry, including retail sales, outside sales and education. She is fierce in cultivating relationships and has a strong

business sense. As a former salon owner and hair and lash artist at Hairstrology/Gia's Canvas Salon, she relates to small business owners on an empathetic level. She is also an experienced painter and can relate to artists on a creative level.

She has worked for Sephora as a color/skin care specialist manager for a \$4 million sales per year location, as a business development manager for John Paul Mitchell Systems and as an outside sales consultant for Sweis Inc.

Guglielmo will be responsible for building relationships with tattoo studios, permanent makeup studios, barber shops and hair salons in the Western United States.

Leza Tober has worked in the



Leza Tober

professional beauty industry for more than 30 years for both manufacturing and distribution companies. She worked for OPI Products, Inc. for 10 years as an educational manager, account

manager and national sales trainer; for the Davidson Companies as a DSC; for Beautyscope as a regional sales manager; for Farouk Systems as a regional manager; and for TIGI Linea, as a regional sales manager, working directly with Beauty Systems Group,

where she increased profits by 75%. Tober served as national sales manager for FHI Heat, where she increased sales over 200% with sales over \$1.2 million; at Total Beauty Resource as project manager, working with manufacturers to private label professional tools to specification; and at Global Alliance Partner as sales director. She also launched her own distribution platform representing a new men's line.

At Mad Rabbit, she is charged with developing and acquiring new business within the tattoo artist and professional beauty industry in the Eastern United States. She will execute customized business plans to expand Mad Rabbit's market share within a rapidly growing industry.

Silas Miller has spent over 15 years in the beauty industry, with a strong focus on



Silas Miller

education and brand representation. He has worked behind-the-chair at salons like Planet Hair and Ulta, and has spent the majority of his career as a cosmetology school educator.

He has also represented brands in the salon, the classroom, and on-stage. With a strong focus on business development and brand partnerships, Miller has helped professionals meet and exceed their professional and business goals.

He joins the Mad Rabbit team with a firm foundation in the science of hair and skin care, and a love for all things related to beauty, personal care and self-expression. He will cover the Midwest, from Colorado north to Michigan.

Susan Moore will cover Texas, Oklahoma and New Mexico. Her career began as a business builder in the service industry, before transitioning to the beauty industry. After completing her operator's and educator's certifications and earning her

cosmetology license, she pursued her dream of working in manufacturing and distribution.



Susan Moore

Over 12 years, she worked for Zotos, Pravana, and finally served as national sales manager for Sparks, a Henkel brand. She has a wealth of knowledge about people, team building, and management, and

a strategic growth mindset. At Mad Rabbit, she will be responsible for customer development and growth, and work to attain new business. Visit www.madrabbit.com.



Jessicurl founder Jessica McGuinty has died after a number of health issues, including Ehlers-Danlos Syndrome, an aggressive collection of inherited disorders that affect connective tissues with few treatment options.

While dealing with her diagnosis, she was able to see her company for curly hair flourish in the United States and expand into Canada, The United Kingdom, Australia and the European Union.

Over the past few years, McGuinty took a supporting role in the company to concentrate on her health and left Jessicurl in the hands of her management team. She forged a community out of the desire to embrace natural hair and her revolutionary tactics will live forever in her "Curlies."

A celebration of her life will be announced in the future. For information on Ehlers-Danlos Syndrome or to make a contribution in McGuinty's name, visit www.ehlers-danlos.com.



Jessica McGuinty

giving back

The Safeway Foundation has awarded HairToStay with a \$60,000 grant to support patients in Northern California, Nevada and Hawaii. HairToStay helps fund scalp cooling to prevent hair loss during chemotherapy. This is Safeway's sixth grant.

In addition, Salon Summit Academy in Tacoma, WA, hosted their SOLD OUT BRA-Zaar fundraiser for HairToStay's Sydney Berry Fund. This creative fundraiser featured decorated bras and vintage-inspired hair and makeup to an audience of more than 180 guests. Through ticket sales, silent auction and donations, they raised an incredible \$11,000 for scalp cooling subsidies.

Owner **Karen Shea** says, "It means so much to know that we have impacted 11 lives, so they can move forward in their cancer treatment with hope and their identity intact."

BosleyMD, the hair regrowth authority, is committed to helping cancer patients keep their hair and confidence and is kicking off

their campaign to help women retain their hair by donating to scalp cooling during August Hair Loss Awareness Month. Visit BosleyMD.com to donate today. During August, BosleyMD is partnering with **Cosmoprof** and **SalonCentric** to make a donation with every product purchased.

HairToStay is hosting its annual fundraiser, **HairToStay Speakeasy Way**, on Sunday, October 15, with a roaring '20s theme at the Speakeasy San Francisco! Sponsorship opportunities are available, and tickets go on sale August 1, 2023. Learn more at <https://hairtostay.org>.

hook ups

Gene Juarez Salons & Spas has sold its Gene Juarez Academy to Paul Mitchell Schools North Star Group, which has been operating beauty schools since 1999. The transition will allow Gene Juarez to focus on its 11 salon and spa locations while ensuring a continuation of the stellar reputation and quality of the educational experience offered at the beauty school.

Gene Juarez Salons & Spas has educated hair colorists and artists since 1987, boasting thousands of graduates, and it has remained both a source of talent for its salons, as well as a point of pride for the company.

The new ownership will retain all Gene Juarez Academy team members and plans to offer additional programs outside of cosmetology over the next few years. Gene Juarez Salons & Spas will continue creating opportunities for staff development and evolving its employee experience, while expanding to new regions in the Pacific Northwest.

"I am thrilled that the Paul Mitchell Schools North Star Group understands the pillars of our Academy, and better yet can support our students and staff with more

resources and attention than our one-campus school can provide. We're confident they'll ensure a seamless transition, allowing for no interruption in the educational opportunities offered to aspiring salon professionals in the region," says **Katie Trent**, CEO of Gene Juarez Salons & Spas. "

"Gene Juarez and the Gene Juarez organization have been revered in this industry for decades and have helped advance the beauty industry to where it is today. We plan to honor this legacy and add to it," adds **Josh Starita**, president of Paul Mitchell Schools North Star Group. "As we learn from and work with the dynamic team at the Academy, we have three goals: 1. Continue to provide exceptional education; 2. Develop and support our team members; and 3. Serve the community in the greater Seattle area. Between Gene Juarez and Paul Mitchell, we are fortunate to now be associated with two of the industry's most iconic hairdressers."

who's looking for what

Seeking new role: Performance-driven, entrepreneurial results-driven senior executive with a 25-year record of business development success exceeding sales targets while remaining profitable in domestic and international sales, marketing, education, operations and diverse channel management. Expert in building and leading top-performing teams, building go-to market initiatives and introducing process improvement plans to ensure results. Highly accomplished presenter and passionate storyteller to diverse audiences excels in customer engagement. Brand driver with a focus on targeting new business, expanding existing business and amplifying brand presence in any market. To contact the candidate, email info@bironline.com with the subject Box 7-1.



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Last month, Canada banned animal testing and trade.

Introduced through the **Budget Implementation Act**, the new law prohibits selling cosmetics that rely on new animal testing data to establish the product's safety, and the use of false or misleading labelling pertaining to the testing of cosmetics on animals. It applies not only to items manufactured in Canada, but also to cosmetics imported from other countries. The **Cosmetics Alliance of Canada**, which represents more than 150 cosmetics companies across the country, has been working with animal rights groups to write the new law.

Over 40 other countries have passed restrictions on animal testing, leaving the United States as the only USMCA country without a national ban on animal testing for cosmetics.

July 29 is National Lipstick Day!

Find this and many other marketing opportunities, as well as a listing of 2023-2024 shows, conferences and special events, on **Beauty Industry Report's** new calendar. Download it here: <https://bit.ly/3JF9L3q>

last minute blasts

In honor of the 25th anniversary of SexyHair, the brand is collaborating with Christina Aguilera for a campaign that will showcase both '90s icons.

The partnership will include exclusive tutorials from SexyHair stylist ambassadors on how to recreate Xtina's most memorable looks with SexyHair products. The campaign is now available in **Cosmoprof** and **SalonCentric** with in-store product displays and ecommerce landing pages, as well as sexyhair.com and social channels, and will launch in **Ulta** this month.

"I am so honored to work with SexyHair. As someone who has

pushed the boundaries of sexuality, empowerment, feminism and more to send an inclusive and powerful message to my fans throughout my career, I am thrilled to partner with a brand that has done the same over the past 25 years," says Aguilera. "We are all sexy, beautiful

and worthy, and I am so happy to continue to spread this message alongside SexyHair."

Today, SexyHair is famous for its "big red can," with one can sold every six seconds, and continues to grow, with a year-over-year organic sales growth of 13% vs calendar year 2021. Visit [www.henkel-](http://www.henkel-northamerica.com)

[northamerica.com](http://www.henkel-northamerica.com).

Amazon Business, the Amazon B2B procurement store, announced that Business Prime Duo, previously \$69 per year, is now free for Amazon Prime members who also purchase for

businesses. Business Prime Duo is an Amazon Business membership that helps small-business owners by bringing together business buying tools and access to business-only pricing on select items, alongside fast, free business delivery.

In addition, small-business owners who sign up for Amazon Business and Business Prime Duo will enjoy:

- **Fast, free delivery on business purchases:** Free one- and two-day delivery on tens of millions of items, and free same-day delivery on eligible items in more than 90 metro areas.

- **Convenient business delivery:** Members can choose their own "Amazon Day" to receive eligible orders on the same day each week.

- **Free survey and analytics tools** to help inspire customer loyalty and drive business growth.

- **5% back or 90-day terms** with the Amazon Business Prime American Express card; terms and conditions apply.

For more information about Business Prime Duo and its benefits for small businesses, visit <https://bit.ly/3NUYKgj>



Christina Aguilera

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