

A MONTHLY NEWSLETTER FOR EXECUTIVES IN THE PROFESSIONAL BEAUTY BIZ

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Mane St.

by Mike Nave
EDITOR



This issue brings you reports from six shows/special events. From the global mega-show **Cosmoprof Bologna** to the **International Beauty**

Show New York, which celebrates its 100th anniversary next year, to the local **State Beauty Supply/RDA** events that don't require a plane ticket, to the specialized **Nailpro Pasadena** show for nail technicians and the **International Esthetics, Cosmetics & Spa Conference New York** for esthetics and spa professionals, there's truly an event for everyone.

Of course, you still have time to register for two of the biggest events of the year—**Premiere Orlando** and **PBA Beauty Week/Cosmoprof North America**. How many shows have you attended this year? Do you find them valuable for your business? Please share your experiences on our Facebook page.

Regards,

guest columnist

Innovative ideas keep your business fresh

By Cozy Friedman

Are you green and growing or ripe and rotting? That question has guided me in business for the past 21 years. It always brings me to the conclusion that the only thing constant in life is change, and that falls true for every industry, including beauty. Things are changing at a breakneck speed.

Influences from the evolution in online shopping to the power of digital are changing the face of the beauty business. With these rapid changes that are contributing to our new world order, you need to be sure that you're constantly upping the ante to stay relevant.

But how? What's the key to generating fresh innovative ideas? Can you teach an old dog new tricks? I'm happy to say that after 21 years in business, I've been able to boil it down to four basic principles:

1. A little idea can grow into a big idea.

It's easy to get caught up in trying to figure out what the next big idea is and forget that with an open mind and some creativity, a little idea can be your next big idea. For example, I offer classes in my children's salons for dads who want to learn how to manage their daughters' hair. When I took a step back, I realized that there was a larger opportunity. I incorporated SoCozy, my line of kids' hair care products, into the program so that I wasn't just teaching dads the skills, but also supplying them with the tools to do so. My Dads' Styling Power Tools Kit is now available nationwide, has received a tremendous amount of press and has gone viral on social media. It was a wonderful unexpected twist for what started out as a small idea.

2. Just Say No. It takes a great amount of self-discipline not to jump on every great idea that comes your way. Each idea must be carefully evaluated, so you can focus your

guest columnist

Guest column cont. from page 1

attention on the more lucrative opportunities. I came very close to opening a salon for teenagers, since I hated watching kids grow out of my salons. However, after careful analysis, I realized that rather than start from scratch with an entirely new business, it would be more beneficial for me to open additional children's salons. It would have caused too much strain on my resources and it would have, in turn, negatively impacted both businesses.

3. Use your ears. The best source for new ideas? Your boots on the ground—your employees. Listening to customer feedback and requests is crucial to success. It can also help pave your business's way forward. You need to actually hear what people are saying about your products and your company.

4. Gather and learn. Staying on top of the trends and news in our industry is essential. Being in the know opens up avenues that you can apply to your own business. We added braid bars in my salons to leverage the braid trend, and it continues to be a good additional stream of revenue.

The bottom line? Embrace change and enjoy it. Your business depends on it.

Cozy Friedman, beauty veteran, is the founder of



Cozy's Cuts for Kids, the first children's hair salon; co-founder of SoCozy Salon Formulas for Kids and author of The Complete Guide to Girls' Hair. For more information, check out socozy.com or reach her at cozy@socozy.com.

BIR invites you to become a Guest Columnist and give us your take on a relevant topic. For consideration, please send us your thoughts in about 475 words, plus a one-paragraph author bio and your headshot no smaller than 300 dpi at 5 x 7 inches to BeautyIndustryReportEditor@gmail.com. We will edit your column for style and space.

trends

TextureMedia and global market research firm **Phoenix Marketing International** partnered for the fifth year to deliver **TextureTrends 2016**, a 200-page report providing a comprehensive assessment of the textured-hair market. It provides detailed and actionable market intelligence for both brands and retailers. The report draws from more than 5,000 consumers, including more than 500 straight-haired consumers, and explores many areas of purchasing behavior and product usage, including awareness, spend, retail preferences and brand loyalty.

The textured-hair category shows the transformative power of the consumer to reshape an entire market. It's not surprising, considering the category was created by women increasingly frustrated by the lack of products for their wavy, curly and coily hair. More than 60% of the population has natural curls, coils or waves—with more people embracing their natural texture every day. Findings include:

- The textured-hair consumer spends on average \$37.00 a month on product—20% more than straight-haired consumers.
- 50% continue to buy even after they've found their Holy Grail product.
- 77% cocktail products regularly.
- 47% rank reviews as the most important purchasing consideration of a new product.
- 44% rank ingredients as the top purchasing consideration of a new product.
- 50% say a sample encouraged them to purchase a product.
- 54% consider shea butter as the most desirable ingredient, followed by argan oil.
- 11% of coily consumers rank frizz as a concern; 46% rank it as their top concern.
- 42% of women with coily hair wear their hair natural most often.

Visit texturemediallc.com, naturallycurly.com or follow Texture Media on Instagram, Facebook, Twitter & YouTube.



Ask how **TextureTrends** can be customized to meet your unique business needs.

Contact Michelle Breyer • michelle@naturallycurly.com • 512.740.1082

TextureMedia

Kline recently identified makeup's new power trends for 2016. In 2015, retail sales of makeup in the United States soared to \$13.2 billion, which is the largest growth for the market since 2011. Kline's soon-to-be-published edition of "Cosmetics & Toiletries USA" pinpoints that such stellar growth of the makeup market is partly attributed to viral trends initiated by celebrities and social media makeup artist influencers.

Kline recently attended **The Makeup Show**, a professional makeup artist event in New York City. This event solidified that the makeup industry continues to be shaken by social media makeup artists, as well as the alarming rate that trends go viral on the internet. With the first half of 2016 quickly coming to an end, its team takes a look at the makeup trends they saw at the recent event, as well as other trends driving market growth in 2016.

Face makeup—It's all about color correctors. While professional makeup artists have known about the secret of color correctors for years, 2016 marks the year that the trend goes viral among the masses due to the power of the internet. Color correctors come in a variety of different shades like purple, blue, green, apricot, yellow and red, and are used to conceal dark circles, as well as yellowness or redness of the skin. Some new product launches in the market in 2016 include **Smashbox's Color Correcting Sticks**, **Lancôme's Cushion Compact Color Correctors** and **Cover Fx's Correct Click**.

Eye makeup—Will consumers ever be tired of the smoky eye look? One trend that never seems to go out of style is the smoky eye look. Of course, there are new ways to wear the smoky eye, and new products are developed to enhance the trend, but the smoky eye remains one of today's staple trends in eye makeup. In Spring/Summer 2016, the look is all about creating intense eyes with bold eyeliners and pigmented eyeshadows, particularly with blue and glittery hues. **Burberry** launches its precision **Eye Colour Contour Retractable Pen**, while **NARS** launches its glittery and neutral/blue hued **NARSissist Toujours L'Amour Eyeshadow Palette**.

Lipsticks and lip glosses—Liquid lipsticks have staying power. Super-bold and pigmented lips remain a staple of today's selfie culture. Liquid lipsticks are fusions between glosses, oils and stain formulas, which hydrate the lips with oils and are packaged in a typical lipgloss tube. These products are also considered bold and long-lasting enough to be a lipstick. Some new product launches include **MAC's Versicolour Stain**, **Maybelline's Vivid Matte Liquid Lipstick**, **Lancôme's Juicy Shakers** and **Tarte's Tarteist Lip Crayon**.

Nail polishes—Celebrity and influencer endorsements attempt to revive the category. The nail polish category, which had a rough year in 2015, experiences new launches supported by collaborations/endorsements with celebrities in an attempt to revive itself in 2016. **Sinful Colors** collaborates with celebrity **Kylie Jenner** to launch a 20-piece nail polish collection called the **King Kylie Collection**. **Kylie Jenner's Lip Kit** infamously sells out in minutes every time she releases new batches. The brand's move to bring millennials on board seems like the perfect recipe for sales growth. In addition, **Revlon** brings on social media influencer **Chelsea King** as its first-ever Revlon Nail Expert.

These trends alone have created much hype on social media sites like Instagram and YouTube, foreshadowing that 2016 will be another year for strong growth of makeup sales in the United States. For more insights, visit klinegroup.com/blogs.

honors

The **BBB Winner of Distinction** prize in the Personal Services and Products category goes to **NovaLash**. The awards recognize businesses and non-profits in the Greater Houston Area for their achievements and commitment to overall excellence and quality in the workplace.

Sophy Merszei, CEO, NovaLash



From left: **Novalash's Beth Fetzer**, COO; **Sophy Merszei**, CEO, and **Vanessa Max**, product development coordinator; accept the **BBB Award of Distinction**.

commented, "We are thrilled to win this prestigious award for the second year in a row. Quality does not just happen. It is the result of

thoughtful, ongoing concern, sincere effort and skillful execution by a talented team. I am very proud of my team." Visit novalash.com.

More than 1,100 people attended **Cosmetic Executive Women's 22nd Annual CEW Beauty Insider Awards**, the celebration of the top beauty launches of the year, in New York City. There, 43 awards across 37 categories were presented to the teams behind the year's most innovative products.

Pro beauty was well-represented with finalists and winners. First, there was a three-way tie for Hair-spiration (Hair Style/Hair Care category) between **Bumble and bumble's Don't Blow It (H)air Styler**, **Drybar's Triple Sec 3-in-1** and **Living Proof's Blowout**. Then, **Butter LONDON's Patent Shine 10x Nail Lacquer** and **Essie's Gel Setter** tied at the top of the Nailed It (Nail Product category). Other winners from the pro beauty channel included Hair Coloring Product—**Orbe Hair Care Airbrush Root Touch-Up Spray**, Shampoo/Conditioner—**Living Proof Perfect Hair Day (PhD) Dry Shampoo**, Hair DIY Style/Hair Tools—**T3 Micro Pro Professional Hair Dryer** and Indie Beauty Award—**Color Wow**.

Winners and finalists are featured in an online consumer-facing Beauty Insider Awards Digital Magazine on cew.org. The interactive magazine features videos, beauty trend articles and clickable icons to allow readers to purchase products. See more at <http://www.cew.org/eweb/DynamicPage.aspx?webcode=cbifullstory&r01key=570a902b-4a96-4669-9b34-177e0271d788#sthash.XE7XwApW.dpuf>

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Congratulations to the man in the cowboy hat, **Gordon Logan**, CEO/founder of **Sport Clips Haircuts**, who was honored with the



Gordon Logan

International SalonSpa Business Network's 2016 Lifetime Achievement Award.

Gordon has volunteered his time and talents to ISBN for more than two decades, serving in a leadership role and currently chairing ISBN's government relations committee.

In those roles, he has led ISBN through major industry transitions and cultivated deep working relationships with key players in the professional beauty industry, as well as with local and regional operators. Together, they are creating a united front to address the challenges faced by the industry: licensing de-regulation, gainful employment criteria for schools and inconsistent standards that make it difficult for some stylists to move from state to state, to name a few. He has pushed the industry to become more involved in the political process and to pro-actively present solutions that make sense for our industry and for the public.

"There is no greater honor than to receive ISBN's Lifetime Achievement Award from my friends and associates," says Gordon. "To be in the same company as **Chuck Penzone**, **Henry Pelusi** and **Sy Finkelstein** is humbling, to say the least. I am honored to have served on the ISBN board for 12 years and as president for four. I plan to continue to work for and with ISBN to help us meet the challenges we face, and I am confident that we will be successful. The future of our professional salon industry depends on it!"

He adds, "I have been active in ISBN since the early 1990s and cherish the friendships that I have been fortunate enough to develop over the years, and the lessons learned from the accomplished members who are so willing to share have been a boost to my career and my ability to build Sport Clips into the dominant system it is today, with more than 1,500 locations in all 50 states and 5 provinces in Canada."

Rhoda Olsen, ISBN's president and CEO of **Great Clips, Inc.**, is a big fan. "Gordon has an unwavering commitment to the professional beauty industry and has worked tirelessly on behalf of all of us," she says. "Even though we are competitors, he helped me to understand the common issues we face and how important it is that we work together. And as we have worked together, we have become great friends and continually learn from one another."

As the founder and CEO of Sport Clips, Gordon pioneered a concept in which men and boys can enjoy their grooming experience. Prior to opening Sport Clips, he owned and operated salons throughout Texas. Since 2011, he has served on the **VFW Foundation Board**, which directs the charitable efforts of the VFW for active-duty service men and women and veterans. He was elected to the board of the **International Franchise Association** in 2013 and is the immediate past chairman of the IFA VetFran committee. He also served on the Board of Visitors for Southwestern University from 2010 to 2013. In 2015, he was named an **EY Entrepreneur of the Year for Central Texas**, **Vetrepreneur of the Year** and an *Austin Business Journal* **Best CEO Award** winner for 2015.

Prior to becoming a salon owner, Gordon served as an Aircraft Commander in the U.S. Air Force (1969-1976), after which he worked as a financial planning and control consultant with **Price Waterhouse & Co.** (1976-1980). He is a graduate of MIT (BS, 1968) and The Wharton School of Business at the University of Pennsylvania (MBA with Honors, 1976).

While he has been honored by every organization and industry he's served, Gordon says he's having too much fun to slow down... too much. "Franchising is especially rewarding in that we are able to provide a framework for our franchisees, a proven business system that can help them achieve their lifestyle and financial goals," he explains. "Plus, providing career opportunities for stylists who are the heart and soul of Sport Clips gives me great satisfaction." Reach him at gordon.logan@sportclips.com. Visit salonspanetwork.org and sportclips.com.

distributor dish

Keune Haircosmetics recently hosted its North American distributors at its home in Atlanta to present the plan for continuing growth, thank them for their support and share the strategies for mutual continued success. They also attended the debut of Luxurious Minimalism, Keune's 2016 Global Trend Collection, and a festive awards dinner.

"In our search for True Beauty, we look for true partnerships and we share success," said **George Keune, Jr.**, CEO, Keune Haircosmetics North America, whose family founded Keune in the Netherlands more than 90 years ago and still owns the company. "We are grateful for our distributors and loyal to their partnership in reaching our long-term goals."

"We're building a can-do, proactive culture of excellence for our color-strong, full-service, professional-only brand," added



Honored with the Promotions Participation Award was Gorgeous Distributors. From left: George Keune, Jr.; Rachel White, owner, Gorgeous Distributors; Andrew Biazis.

Andrew Biazis, chief operating officer. "We have doubled Keune's sales from 2012 through 2016. We've increased our distributor salon

consultant count by 140 and our store count by more than 100. Simultaneously, we've almost quadrupled our corporate North American team since 2012 in order to support our distributors and salons in the field with the marketing support, education and sales tools they need to create a strong relationship with our mutual customers."

In honoring Keune's top distributors, **Mark Webber**, vice president of sales, added, "Our Distributor Performance and Recognition



Salon Service Group was honored as Keune's Top Distributor for 2015. From left: Shane Hanson, SSG vice president; Jody Pontrello, Keune regional sales manager; Casey Campbell and Kerrie Dameron, SSG education coordinators; George Keune, Jr.; Gino Barbo, SSG president/CEO; Andrew Biazis.



Life of Riley Salon Supply received the Color Growth award. From left: Robbie Hunter, Keune regional sales manager; Kelly Huether, Life Of Riley president; Gina Brown, Life Of Riley area manager/sales & education; George Keune, Jr.; Andrew Biazis.



Keune recognized Salon Services & Supplies as one of its distributors with highest sales. From left: Ron Westfall, Keune regional sales manager; George Learned, vice president, sales, SSS; George Keune, Jr.; Sydney Berry, president, SSS; Andrew Biazis.



Premier Beauty Supply was honored as one of Keune's distributors with highest sales. From left: Linda Addis-Mellum, Premier Beauty director of sales; Jody Pontrello, Keune regional sales manager; Andrew Biazis; Steve Cohn, Premier Beauty president; George Keune, Jr.



Paramount Beauty Distributors was welcomed to the New Distributor Club. From left: George Keune, Jr.; Paramount Beauty's Brandon Robertson, regional sales manager; Evan Feingold, president; and Jeffrey Hagler, CEO; Andrew Biazis; and Donna Maggi, Paramount Beauty general sales manager.



National Salon Resources received the MPR Achievement award for the greatest percentage growth above their 2015 minimum purchase requirement. From left: Jody Pontrello, Keune regional sales manager; NSR's Tyler Hicks, marketing/purchasing manager, and Michael Hicks, CEO; Andrew Biazis and George Keune, Jr.



Salon Accessories received the Nitron Award for its five-spoke efforts. From left: Andrew Biazis; Sam Guglielmino, Salon Accessories owner/partner; Kelly Lush, Keune brand manager; George Keune, Jr.



Keune recognized European Image Salon Suppliers as one of its distributors with highest sales. From left: Andrew Biazis; David Slaick, EISS president; Pam Slaick; George Keune, Jr.



Twin State Salon Supply was honored with the Retail Growth award. From left: George Keune, Jr.; Twin State's Eddie Gwin, general sales manager, and Keith Wykle, general manager/owner; and Andrew Biazis.

Awards honor our business partners who have excelled in front of their peers for a job very well done. We appreciate their efforts and we know that our outstanding double-digit growth each year for the past three years is a result of the collective hard work of our entire professional sales and education family." Visit keune.com/na.



Left: Keune honored Canada's Modern Beauty Supplies with its Embrace the Brand award. From left: Yves Henrichon, Keune's regional sales manager; Fran Bigelow, Modern Beauty Ontario sales manager; Mike Jomaa, Modern Beauty CEO; Andrew Biazis and George Keune, Jr.

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Cosmoprof Bologna 2016 sets records by Eric S. Engel

Cosmoprof Worldwide Bologna, one of the world's top tradeshows for the beauty industry, drew 250,000 international visitors at its 49th annual show. This year's edition had 2,510 exhibitors from around the world, representing a 5% increase over the previous record set last year. The show ran from March 18-21 at the massive BolognaFiere Convention Center in charming and historic Bologna, Italy.

The show occupied 18 separate exhibition halls covering more than 1,180,000 square feet of exhibition space, plus another 215,000 square feet of outdoor facilities, including several innovative exhibitions such as tent parlors and a double-decker London bus serving as a men's hair salon. That is in addition to the adjacent **Cosmopack**, dedicated to the beauty supply chain, and which itself drew 21,900 visitors. **The Green sector** increased its exhibition space by more than 22%, hair and furniture sectors grew by more than 8%, and the nail exhibitors expanded by 4% this year. The Extraordinary Gallery niche innovators' booth space expanded by nearly 40%.

Business was brisk throughout Cosmoprof this year. The **USA Pavilion**, spanning two separate halls, was popular with exhibitors. Companies in the USA Pavilion included **American International Industries**, which had one of the largest and most active booths, with strong presentations of popular product lines like **Ardell Lashes**, **Clean + Easy** and **EZFlow**. At **Prolocks USA**, **Lisa Minuto** showed the company's habit-forming hair care line, **Crack**.

The USA Pavilion also hosted a lively reception that featured remarks by industry dignitaries such as **Duccio Campagnoli**, president of **BolognaFiere Cosmoprof**; U.S. Commercial Services Senior

Cosmoprof Bologna 2016 by the numbers

Attendance: 250,000

Exhibitor count: 2,510

The show floor: 18 exhibition halls encompassing nearly 1.2 million square feet, plus 215,000 square feet of outdoor facilities.

U.S. representation: 71 companies represented in the two U.S. Pavilions; 19 exhibitors in the California Pavilion.

26 country and group pavilions, including Korea, China, Taiwan, Poland, Germany, Colombia, France, Greece, Belgium, Spain, Pakistan, Turkey, Malaysia, Australia, Singapore, Japan, New Zealand, Oceania, United Kingdom, Israel, Peru, United Arab Emirates, Thailand, Holland, and two USA Pavilions.

See you next year: Cosmoprof Bologna celebrates its 50th anniversary on March 17-20, 2017.

More info: cosmoprofbologna.com

Commercial Officer **Todd Avery**; **Professional Beauty Association** Board Chairman **Reuben Carranza** and **ICMAD** President **Pam Busiek**.

Men's grooming continued to have a growing presence, as exemplified by **All's Woody's Quality Grooming** line, as well as a

large booth by **Pennellificio Omega**, a native of Bologna, featuring its extensive **Omega** shaving brush products. On the women's side, another exhibitor that generated excitement was **Paperself of London**, demonstrating its wearable paper-art eyelashes with wildly creative designs. Vegan product lines showed strong interest, including **Emani Vegan Professional Cosmetics**, led by **Michelle Doan**, which signed several distributors, and **Zerran International**, helmed by **Steven Sauté**, both

of which were located in the California Pavilion.

In its fifth consecutive year, the **California Pavilion** greatly expanded its footprint and presence at Cosmoprof Bologna, featuring two full islands for 19 exhibitors.

The California Pavilion is a trade mission sponsored by the non-profit organization **California Trade Alliance**, as centerpiece of a **California State Trade and Export Promotion Package** that supports California businesses wanting to launch or expand their international business.

Said **Cesar Arellanes**, organizer for CTA, "The buyer visits to the California Pavilion have significantly grown in both numbers and quality, as we continuously promote the California Brand at international shows and through our partners like the U.S. Department of Commerce. The California Pavilion stands out to become a high priority for many international buyers, who report it is a prime spot to see the newest trends, innovative products and brands."

David Sheen of **Jon Davler, Inc.** agreed, adding, "We have exhibited with the California Pavilion since its inception and our sales have grown tremendously. Exhibitors are not competitors like other pavilions. Exhibitors at the California Pavilion work together as a team, which strengthens our business." David's booth, **LASplash Cosmetics**, demonstrated its strength by being among the busiest in the show. As he welcomed both distributors and private label customers, David added, "The success of our patent-pending waterproof liquid lipstick has been so strong that they are



Jim Ajmal showed Millionaire Beverly Hills and Hollywood Style USA at Cosmoprof Bologna.



Fernando Fischbach shows off the California Mango brand, which he acquired last year.



Members of The California Pavilion worked together to help each other grow their businesses.

expanding into a new state-of-the-art facility to accommodate the company's growth."

Some of the success must be attributed to the California

Pavilion's innovative booth design, which kept the exhibitors front-facing and accessible to buyers. The center of the California Pavilion was dedicated to a well-organized central lounge

sponsored by **Conkle, Kremer & Engel, Professional Law Corporation** for exhibitors to meet with distributors and buyers. Private lunches catered by some of Bologna's best and afternoon wine and cheese made the show much more enjoyable and productive for California Pavilion participants, who avoided long food service lines. **Sandra Medina** of **Positive Global Sales** found the lounge "indispensable because it was a place where California exhibitors could step away from the booth to have side bars, grab a quick bite, and get to know the other exhibitors better."

There were many Country Pavilions in Cosmoprof Bologna, but the outsized influence of California beauty and personal care products manufacturers is evidenced by the fact that the

California Pavilion remained the only state-centered pavilion, reaffirming its bright overhead banner declaring "California—A State of Beauty."

Fernando

Fischbach reported that **California Mango** had a very successful event, and remarked, "The California Pavilion is a very pleasant place to be. There is an accessible lounge, and the graphics and booth distribution is just right. The pavilion is visible from far away—it really stands out, and it attracts

people just by its name."



Selfies go international, as Cesar Arellanes, organizer for the California Trade Alliance; Cindy Ma, U.S. Commercial Services; Patty Schmucker, American Made Beauty; and Isreal Segal have some fun.



Carlos Vasquez, Robert Luke and Sandra Medina meet with Positive Global Sales' Denmark Distributors.

California Pavilion has become a destination point for visitors of Cosmoprof Bologna, which creates automatic success for manufacturers with the foot traffic from potential customers it draws. Cesar does a great job."

At the show, CK&E attorneys **Mark Kremer** and **Eric Engel** supported the California Pavilion exhibitors and assisted beauty industry participants with vetting distribution partners, negotiating distribution agreements, counseling brand protection, including trademarks under U.S. and international trademark laws and addressing regulatory concerns. Mark confided to **Beauty Industry Report** that for the second straight year at Cosmoprof Bologna, he assisted a client in removing counterfeits of its products that were exhibited by a foreign exhibitor.

California companies glowed at the California Pavilion, with virtually all of them reporting that they achieved or exceeded their goals for Cosmoprof Bologna, and many reporting remarkable results.



Mark Kremer and Eric Engel of Conkle, Kremer & Engel, Professional Law Corporation, advised California Pavilion exhibitors on site with vetting potential distribution partners and counseling brand protection.

Cosmoprof Bologna cont. from page 7

Daily Concepts and **AfterSpa**, sister bath-and-body specialty lines, shared a busy booth led by brothers **Emilio** and **Leo Smeke**. Emilio said, "Our goal for 2016 Cosmoprof Bologna was to solidify our European distribution and continue opening the doors to the markets we targeted since the inception of Daily Concepts. We were able to consolidate our distribution and strengthen our strategic partnership in the Netherlands as a hub to all of Europe. We are super happy that AfterSpa grew sales all over Italy with **LLG Group**, **Limoni e La Gardenia**."

Organic sunscreen product innovator **Coola** had a very crisp and popular booth, headed by **David Lester**. David reported that Coola had very productive meetings with its new distributor in Spain and its Italian distributor to share goals and strategies for those markets, and had leads on new distributors for a wide array of countries, including Slovenia/Croatia, Czech Republic, Finland and even Columbia.

PGS presented **IT Hair Care** and **Mane 'n Tail**, among its brands. Commented **Sandra Medina** of PGS, "With such an array of global exhibitors, it was not only beneficial but advantageous to stand out by exhibiting through the California Pavilion. Upon our return to California, we have been able to strengthen our distribution through both new and existing partnerships, which makes attending the show worthwhile."

Others that made strong showings at the California Pavilion included **J.Cat Beauty** under the leadership of **Victor Chang**, who reported continuing strong interest in its matte lipsticks; **La Femme Cosmetics** led by **Peter Yang**; and **InfiniteAloe Skin Care** led by **Jason Toms**. **Chris Amato** at **Cosmedx** presented its private label services and highlighted its **Regina-C Gold** skin care line. **LeChat Nail Care Products** showed its complete nail care line. **Jim Ajmal** of **Valley of the Sun Cosmetics** had both a **Millionaire Beverly Hills** booth in the USA



At the ICMAD reception: from left: Mary Ptak, Masterpiece International; Sharon Blinkoff, Locke Lord; Reuben Carranza, PBA; Dr. Robb Akridge, Clarisonic; Pam Busiek, ICMAD; Linda Marshall, Elysee Cosmetics; and Greg Peterson.

Pavilion and a **Hollywood Style USA** booth in the California Pavilion.

Cosmoprof Bologna returns for its golden 50th anniversary on March 17-20, 2017.

Eric S. Engel is a California lawyer with Conkle, Kremer & Engel, PLC, who has represented members of the beauty industry for more than 30 years. CK&E is a full-service law firm dedicated to helping its clients in the beauty industry grow domestically and internationally. CK&E provides its beauty industry clients with legal services in brand protection and IP, contracts, litigation and arbitration, regulatory compliance, employment, insurance, independent sales representative, supplier and distributor relations, among other areas. Reach Eric at 310-998-9100 or e.engel@conklelaw.com. Visit conklelaw.com.



Victor Chang gives a thumbs up at the J.Cat Beauty booth.

ICMAD hosts annual Cosmoprof party
The **Independent Cosmetic Manufacturers and Distributors** hosted its annual cocktail reception and its **American Beauty Networking Reception** with the **U.S. Commercial Services**, the **Professional Beauty Association** and **Masterpiece International**, which provided the opportunity to meet and network with international buyers, beauty industry associations and other U.S. companies. ICMAD images left top and directly below.



from left: Reuben Carranza, PBA chairman; Steve Sleeper, PBA executive director; Pam Busiek, president & CEO, ICMAD; and Tony Michalski, senior international trade specialist, U.S. Commercial Service.

below: Meanwhile, on the show floor, FHI Brands' president/CEO Shauky Gulamani did hair non-stop to demonstrate the results that can be achieved with his company's products and tools.



2016 Beauty Bus Foundation Drive raises \$270,000

The 7th Annual Beauty Bus Foundation's Beauty Drive, a family-friendly fundraiser at the Skirball Cultural Center in Los Angeles, offered an afternoon of complimentary beauty services, fab food stations, a kid's corner, silent auction and men's lounge. Among the event's sponsors from pro beauty included **John Paul Mitchell Systems**, **Beauty Collection** and **Creative Age Publications**. A team of artists from **Blushington**, makeup artists from **GlamSquad** and **John Paul Mitchell Systems**



Celebrity hairdresser Dean Banowetz (right), a past Beauty Drive honoree, was on hand to honor Lynn Bider.

hairstylists all offered complimentary services. The event raised about \$270,000 for the Beauty Bus Foundation, which has delivered dignity, hope and respite to clinically or terminally ill men, women and children and their caregivers through beauty and grooming services and proprietary

products since 2009.

The event honored **Lynn Bider**, one of Beauty Bus Foundation's first volunteers and donors. Since the foundation's inception, Beauty Bus volunteers have delivered 8,500 individual services to 5,000 homes. Lynn's daughter **Michelle** was an elementary school friend of **Melissa Marantz Nealy**, in whose memory Beauty Bus was founded. Lynn has been a tireless supporter and advocate of Beauty Bus, since seeing how beauty treatments made a difference to Melissa when she was sick.

"Having Lynn Bider as our honoree brought a new community of supporters to Beauty Bus! How wonderful to have Lynn's gracious and warm hospitality at our event," says **Robin Keefe**, Beauty Bus CEO.



from left: Wendy Marantz Levine and honoree Lynn Bider welcome BIR's Susan Silo-Nave and Mike Nave to the 2016 Beauty Bus Foundation's Beauty Drive.

Adds **Wendy Marantz Levine**, founder, "With the generous support of the beauty industry, we were able to give our supporters at Beauty Drive a small taste of what our clients experience when they get their hair, makeup, nails, brows and lashes done. Beauty Bus uses beauty as a vehicle to restore dignity to our chronically and terminally ill clients and their caregivers when families need it most."

Deborah Carver, president/CEO, **Creative Age Publications**, is a big fan. "I support the Beauty Bus Foundation because it brings joy to people who are very, very ill and the caretakers who give a good deal of their lives to caring for their loved ones. Our industry makes people beautiful, even if for only a few hours a month!"



from left: BIR's Susan Silo-Nave and Mike Nave (right) catch up with Nailpro's Competition Director Jewell Cunningham and Creative Age Publications' CEO Deborah Carver.

Jay Halaby, president, **Jay Halaby and Associates**, was on hand to lend support. "I have never seen an organization that touches my heart in such a great way," he says. "The services provided by Beauty Bus affect the clients like no other. To feel like a human being instead of a patient for an hour is so important. When I was introduced to the Beauty Bus several years ago, I knew that I had to be a part of this terrific organization. As a result, I am now a member of the Board of Directors and a huge supporter. It is a great way for the beauty industry to give back."

Last year's Beauty Drive honoree, **Shawn Tavakoli**, owner/CEO of the **Beauty Collection Apothecary and Beauty Stores**, adds,

"Beauty Bus speaks to us directly, as we all have the same passion for beauty. This is the only organization I know of that stemmed from beauty services and calls on clients in need. It helps

remind us the importance of what we do each day and appreciate each moment."

Shawn concludes, "I support Beauty Bus through service purpose donations, sponsorship support and the Beauty Drive. There are many ways to become involved—even for those with limited time. It doesn't take much to spread the word and get more industry pros involved."

To volunteer, make a donation and help deliver hope through beauty to the ill and their caregivers, visit beautybus.org. For more information, call 310-392-0900 or email beauty@beautybus.org.



from left: Matthew Zarcufsky, Beauty Bus Foundation Chairman, and Robin M. Keefe, Beauty Bus CEO, with BIR's Susan Silo-Nave and Mike Nave.

IBS and IECSC rock NYC with star power By Mike Nave

The **International Beauty Show New York** drew more than 65,200 beauty professionals from across the world March 6-8, 2016. Aisles were packed with passionate attendees looking to increase their skills, boost their careers and stock up on salon necessities. Produced by **Questex**, presented by **American Salon Magazine** and staged at the Jacob Javits Convention Center in New York City, IBS New York drew more than 500 hair, nail, makeup and salon business companies from across the globe. IBS New York is the longest running professional beauty event in the country. It is co-located with the **International Esthetics, Cosmetics & Spa Conference**.

"IBS and IECSC New York have again demonstrated that the beauty industry is flourishing," said **Liza Wylie**, vice president, Beauty, Spa & Wellness Events.

Main Stage rocks hair

Emceed by **Chad Clark**, the Main Stage hosted powerful performances by some of the industry's hottest artists, including **Charlie Price, Jack Bayne, James Harris & Dwight Eubanks, Lisa Yamasaki, Raphael Perrier, Tanju Kurt & Avi Ram, Ted Gibson** and the **Hairbrained Team**.

Celebrated artists, including **Cherry Petenbrink, Daren Kenny & Kieron Price, Sally Rogerson** and **Sarah Potempa**, performed vignettes featuring cutting-edge techniques and the products used to create the latest styles.

More than 100 educational classes helped beauty professionals learn new techniques in hair care, men's grooming, nail care, makeup application and business-building. More product-focused classes were added to the program this year, featuring innovative products and tools that boost bottom lines.

Educational Highlights:

- **The Hairbrained team hosted a Teach In**, which was a continuation of their Main Stage Master Jam to create an up-close and personal forum to connect with professionals
- **Celebrity stylist Marco Pelusi** unlocked his secrets to achieving full-bodied, rich reds.



Star power was everywhere at IBS New York, as Model/Actress Kim Alexis showed her line of wigs and hair extensions. From left: Alan and Esther Tobias, owners of Fortune Wigs Inc.; Kim Alexis, Fortune Wigs Spokesperson; and BIR's Mike Nave.

- **The Clipper Guy, Ivan Zoot** schooled barbers on how to increase profits and achieve success in men's grooming.
- **Makeup artist Adamme Sosa** demonstrated how to apply the perfect retro classic makeup usable for a variety of events.
- **Nail artist Lauren Wireman** explained how to get noticed in the nail industry and stand out from the competition.
- **Mainentrance Artistic Creative Directors DJ Riggs and Berry Bachen** provided strategies for following trends to increase client loyalty and create new service opportunities.
- **Major League Barber hosted the Super Barber Cutting Competition and Summit** and drew top talent for a fierce barber battle.

The third annual **Hairbrained Video Awards** party took place in conjunction with IBS New York. The awards honored extraordinary filmmakers who represent the essence of the hair industry through film. Learn more about the categories and view the winning videos at hairbrainedvideoawards.com.



Ted Gibson on the Main Stage.

On to the show floor

From **Rusk** to **Eve Pearl Beauty Brands** to **Gelish**, hundreds of hair, makeup and nail companies unveiled the latest trends and offered essential products necessary to coif, beautify and enhance clients. The show floor boasted top companies, including **Alfa Parf, Amika, Babyliss Pro, Dreamcatchers Hair Extension, Hotheads Hair Extensions, La-Brasiliana, Layrite Men's Grooming Products, Mica Beauty, Obliphica Professional, Pibbs, Product Club, Turbo Power and Wahl**.

Celebrity hairstylist **Ted Gibson**

unveiled his long awaited collection of hair styling products entitled **Starring**. The collection includes five products—**Runway Ready Volumizing Mist** (SRP \$48.00), **ShowStopper Volume Gelee** (\$38.00), **Beautifullest Powerball Styler** (\$62.00), **Supersexy Foaming Mousse** (\$52.00) and **Fixed on Your Finishing Spray** (\$42.00).

The **Starring** collection is a labor of love from Ted, who took

more than two years to cultivate the line after testing it on his A-list celebrity clients, models and in-salon guests. Many months were also put into creating the signature scent, which features fig as the keynote. Meteorite or star dust in each product provides hair conditioning and mineral protection and promotes keratin production.

Ted says, "I'm a lover of cinema, fashion and all things beauty. I love to create iconic images with hair. With this collection, I wanted to create a line of



styling products that would become a staple in both the hairdresser's and the consumer's arsenal of tools. I set out to create the ultimate go-to collection of styling products that would allow for anyone to be able to create whatever look they desire easily—to be able to feel confident enough to be the star of their own moment and life."

Best known for coiffing some of Hollywood's top starlets, Ted has worked with celebrities including Jessica Chastain, Gabrielle Union, Angelina Jolie, Brie Larson, Carey Mulligan and Lupita Nyong'o. His work has appeared in *Vogue*, *Harper's Bazaar*, *Elle*, *Marie Claire*, *Vanity Fair*, *Cosmopolitan*, *Rolling Stone* and *Allure* and backstage at runway shows such as Chanel, Prada, and Dolce & Gabbana. Ted owns a Flatiron salon in NYC. Visit tedgibson.com.

Under the category of "Celebrity Sightings," Model/Actress **Kim Alexis** appeared at IBS



A human-hair wig from the Kim Alexis line.

New York to introduce the **Kim Alexis line of hand-selected human hair wigs and extensions** (SRPs \$250.00 to \$350.00, depending on length). The line features the all-in-one layered hair extension, which is a simple and effective way to create longer,

fuller, more beautiful hair in minutes. The goal is to provide the finest quality products, so women of all ages can feel beautiful and be filled with self confidence.

"At Kim Alexis Hair, we understand that a woman's hair defines the woman and empowers her," explained Kim. "We take our hair quality very seriously, and we combine that with the most pleasant customer experience in the industry." The line is available to consumers in higher end wig salons, hair loss centers and beauty salons. Reach **Kate Koslovski**, vice president of sales, at kate@fortunewigs.com. Visit fortunewigs.com and kimalexishair.com.

Also bringing star power to the IBS floor was **Janet Zeitoun**, the founder, president and head

Barbercon plays to a sold-out audience of 1,500 stylists/barbers

1,500 barbers and stylists from around the world gathered at the legendary Webster Hall for **Barbercon** powered by **Barbershopconnect.com**, the ultimate barbering networking event. Spectators were educated and entertained by some of the industry's elite educators, representing brands such as **Gibs Grooming**, **Hattori Hanzo**, **Johnny B. Haircare**, **Graffetch** and **Black Solutions**.



Lee Resnick presents the Mr. Beauty Lifetime Achievement Award. Photo: Stephen Esguerra Photo.

United Kingdom-based barbers **Kevin Luchmun** and **Alan Beak** introduced the audience to hair cutting techniques and styles happening in London.

Barbercon creator and host **Lee Resnick** (Barbershopconnect.com) presented awards in various categories such as Best Female



The UK's Kevin Luchmun shares barbering techniques. Photo: Stephen Esguerra Photo.

Inspirational Award was presented to **Jorge "GeeWheelz" Sierra**, who has been cutting hair his whole life from a wheel chair.

Barbercon raffled off a custom-made

Mr. Beauty Barber Chair, a set of **Lexani Car Rims** and a gift basket from each vendor to raise over \$1,600.00 to help barber Jorge Sierra build a handicapped accessible bathroom for his barbershop.

Famous Bronx, NY rap artist **Fat Joe** stopped by to get a haircut on stage and talk about the value barbers have in the community. The craft of barbering has evolved into a profession for which people 18 to 35 years old have been learning from both what's taught in the classroom, as well as what's seen online.

"Barbercon celebrates the barber," says Lee. "It's an opportunity to meet the barbers behind the work seen on social media and share ideas, techniques and products." Adds Gibbs Grooming founder **Brian "Gib" Long**, "The event gave us the chance to shake hands with the barbering community, which has supported us since the inception of our brand."

Reach Lee Resnick at theurbanbarbershop@gmail.com.



Nomad the Barber received the Love of the Craft Award. Photo: Stephen Esguerra Photo.



Rapper Fat Joe gets a cut from his barber Get Rich. Photo: Stephen Esguerra Photo.

of product development for her **SOTAH (State of the Art Hair)** line. Products are currently available at exclusive salons in Beverly Hills and on sotahhair.com. Janet is seeking salons interested in carrying her line.

Janet has been a celebrity hair stylist for more than 30 years with a client list that has included Natalie Cole and Denzel Washington,

and she worked extensively with the late Michael Jackson. In addition to travelling the world with her celebrity clients, her work has been featured in *Vogue*, *Harper's Bazaar*, *Elle*, *Marie Claire*, *InStyle* and other publications. She's styled hair for some of the most iconic, award-winning celebrity music videos, films and editorial photo shoots.

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"I knew there was something missing in the products I was using on my clients," Janet told



SOTAH's Founder Janet Zeitoun shows her hair care line to BIR's Mike Nave.

BIR. "I made it my mission to find the solution and provide for all people and multiple hair types, including those with chemically treated hair, extensions, wigs and weaves the answer to beautiful,

hydrated, and manageable hair. I spent my career shopping and researching in every hair and beauty shop while I traveled the world with clients. I continued to search for what I knew people needed. From the streets of Europe to the salons and shops in NYC and LA, I could not find what I knew people needed for truly hydrated, manageable on-the-go hair. So, I invented it. Today, SOTAH offers hydration and manageability to everyone, regardless of their hair type, color or texture."

IBS New York was Janet's first trade show. "I loved meeting and speaking to all the people, including other hair and beauty professionals," she says. "I loved discussing and seeing the current hair trends and hearing clients' needs as I walked around and as they visited my booth. Trade shows like IBS do so much to educate and connect us all. The students who visited on the last day were a joy and a true pleasure to meet and speak to. I love passing on information, while hearing their questions and thoughts. It was truly inspiring."

SOTAH includes **SOTAH Conditioning Shampoo** (SRP

\$22.00), which leaves the hair smooth and manageable immediately upon rinsing. Just a small amount of

SOTAH Moisture Boost Conditioner (SRP \$22.00) will help repair damaged hair and

provide instant hydration. **SOTAH Oil/Crème Therapy** (SRP \$26.00) can be applied to wet or dry hair for maximum hydration. "It's being called the new magic product and a favorite of my clients," says Janet. "Imagine, if you will, a cream/oil based product that hydrates the hair without appearing oily or greasy. Your hair texture changes immediately. It is truly remarkable!" Products are free of harsh sulfates and parabens, so they're color-safe.

SOTAH products work on natural hair, weaves and extensions, and will leave virgin hair, chemically treated hair and processed or colored treated hair hydrated, moisturized and feeling alive again. SOTAH will also help relaxed, colored or keratin results last longer.

SOTAH's Twitter, Facebook and Instagram provide an open forum for discussion about hair. If your salon picks up the line, Janet might just drop in to surprise your team!

SOTAH is a proud sponsor of **Janet Jackson's "UNBREAKABLE"** tour. Reach co-founders Janet or **Talun Zeitoun** at janet@sotahhair.com or Talun@sotahhair.com. Visit sotahhair.com.

AG debuted its texture collection. Products include **Cleansing Cream** foam-free hair wash (SRP \$24.00),



Sea Spray for a beachy wave finish (SRP \$24.00), **Texture Gloss** for undone definition

(SRP \$24.00) and **Dry Wax** matte finishing mist (SRP \$26.00). Each product is enhanced with AG's **Sea Complex**, an infusion of three naturally texturizing and clarifying seaweed extracts—giant sea kelp, bladderwrack seaweed, Irish moss, dulce seaweed—plus seaberry oil. Contact **Kate Lollar**, marketing manager, at klollar@aghair.com. Visit aghair.com.

Amazon Series introduced **Keracai**, a leave-in conditioner with 20% protein content, and previewed the **Remedy** (kit includes **Clarifying Shampoo**, **Remedy Treatment** for 10 applications, **Acai Oil** and 8.5-oz. **Shampoo** and **Conditioner/salon \$85.00**), a smoothing anti-frizz kit, which launches this summer.



BIR's Mike Nave (second from left) with CanYouHandleBar's Brian Furby, Doug Geiger and Adam Barraclough. The company's all-natural beard oil and Beard Dry Oil are leave-in conditioners that keep facial hair healthy and moisturized.

Remedy uses glycolic acid found in sugar cane as the active agent to reduce frizz or straighten hair, depending on the application. It is a fast and effective system that can be washed the same day. Although it has an acidic base, it has a balanced pH that does not damage the hair strand. Reach **Karina Vaguez**, vice president of sales, at karina@amazonseries.us. Visit amazonseries.us.

Dennis Bernard continued to roll out its **4Plex Molecular Bonding System** (Try-me Kit/1-3 applications/salon \$9.98, 4-oz Kit/salon \$45.00, 16-oz. Professional Kit/salon \$139.95).

The 4Plex repairs the damaged and broken bonds from within, as it tightens and seals the cuticle. It works without any changes in the color formula and there's no need



to boost the developer. Processing time remains the same, so there's no increase in the service time. Reach **Gina Davino**, manager, at dennisbernard100@gmail.com. Visit dennisbernardprofessionalhaircare.com.

The new **Herbalisté** hair care line uses a unique technology to extract medicinal herbs from healing plants. The herbal extracts in Herbalisté products have been shown to resolve various hair and scalp conditions, rehabilitate damaged hair and nurture healthy,



lustrous and beautiful hair. Products are free of salts, SLS and parabens and safe for color-treated hair. They're not tested on animals.

The line includes **Herbal Shampoo for Normal to Oily Hair** (16.9 oz./SRP \$20.00), **Herbal Shampoo for Dry Hair** (16.9 oz./SRP \$20.00), **Herbal Shampoo Anti-Dandruff** (16.9 oz./SRP \$20.00), **Herbal Hair Conditioner** (16.9 oz./SRP \$21.00) and **Herbal Hair Mask For Dry and Damaged Hair** (16.9 oz./SRP \$25.000. For additional information, reach **Yaniv Shapira**, vice president of international sales and business development, at +972-54-455-4006 or support@herbaliste-professional.com. Visit herbalist-professional.com.

New **Curlisto Lotion Plus** (8 oz./SRP \$26.00, 16 oz./SRP \$38.00, 32 oz./SRP \$60.00 50% off salon pros discount available with minimum purchase) is designed for styling hair naturally curly. This water-based, alcohol-free styling lotion activates the curl memory of the hair shaft for defined, soft and frizz-free results and soft curls with extra hold, which differentiates from other styling lotions.

Hydrolyzed soy protein soothes, conditions, and strengthens hair. Panthenol



Christo, the global artistic director of Curlisto, will be teaching cutting classes at Premiere Orlando.

prevents breakage, as it promotes flexibility and elasticity. Rosemary leaf extract stimulates healthy hair growth and scalp circulation. Retinyl palmitate enriched with antioxidants prevents dryness and frizz.

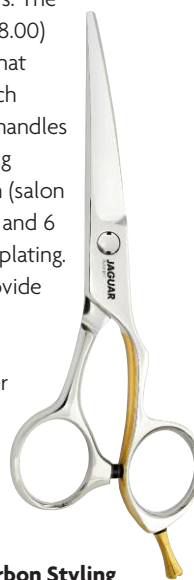
Christo, the global artistic director of Curlisto Systems, has taught the trademarked Curlisto Diametrix Cutting Technique of curly hair at IBS New York for the past 6 years. Christo will again offer free cutting classes at Premiere Orlando at Room W224D on June 5 and 6.

Christo's **Curlisto Certified Salon** and **Curlisto Certified Styling Bar** are now available for salon professionals who want to join the fast growing demand of salons specializing in curly haired-clients. For additional information, reach **Natalie Lin**, marketing director, at 212-997-8810 or natalielin@curlisto.com. Visit curlisto.com.



Tool time

Jaguar showed new shears. The **Perfect** model (salon \$248.00) features a classic design that comes in 5-, 5.5- and 6-inch lengths with gold-plated handles for a traditional feel during cutting. The **Xenox** design (salon \$352.00) is available in 5.5 and 6 inches with 22 carat gold plating. Slightly curved blades provide for smooth cutting, while angled finger rings ensure optimum ergonomic finger positioning. Contact **Denise Bruno**, business development manager at dbruno@jaguar.us.com. Visit jaguar.us.com.



Pink Pewter's new **Carbon Styling Comb** (SRP \$20.00) has a special handle to add convenience for creating updos and braids. The handle rests comfortably in the user's hand, which eliminates the need to continuously pick up and put down the comb. Its tight bristles easily lift and add volume. It's

heat- and chemical-resistant. Contact help@pinkpewter.com, call 888-214-5678 or visit pinkpewter.com.



Purecode launched its new professional straightening iron, the **Titanium Infuse Pro with Argan Oil Infusion Technology** and 10 ml of **Purecode Heat Protector Serum** to fill the entire tank (SRP \$299.00). The straightening iron optimizes the nurturing benefits of argan oil and select skin care ingredients by heat-sealing **Purecode Heat Protector Serum** (80 ml/SRP \$16.99) directly onto the hair for smooth, shiny, luminous results, while shielding hair from thermal damage, so you can straighten as often as you like.

"Beautiful hair shouldn't be a chemistry project," says Purecode CEO **Tiffany Montanti**. "Natural argan oil protects and nourishes the hair, so we looked for ways to make it work even better. We hit on the ideal combination with our serum that complements the structure of human hair and this advanced flat iron that seals it in. Together, they create smooth, luminous, healthy looking hair day after day, without overdrying."

Available in shimmering matte gold or classic salon black, **Titanium Infuse Pro** has a temperature range from 300 to 450 degrees and maintains consistent heat. It features a 2-hour auto shut off. Whether you're going for a sleek, straight look or smooth, bouncy waves, it's easy to get the results you want. Reach **Nancy Shadlow**, director of sales and marketing, at n.shadlow@purecodeusa.com. Visit purecodeusa.com.



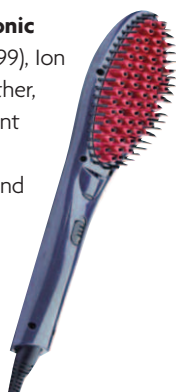
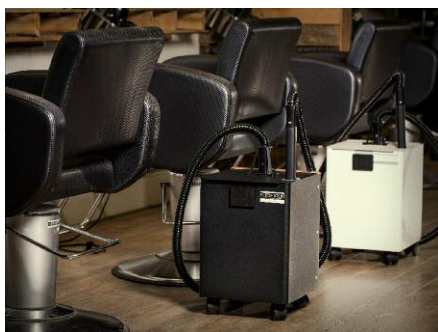
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Be in Beauty debuted its **Ionic Straightening Brush** (SRP \$89.99), Ion technology allows for a smoother, longer-lasting finish with brilliant shine, as it keeps the hair hydrated, and free of tangles and frizz.

In addition, Be In Beauty's **Qwik-Clean Brush** (SRP \$24.95), a self-cleaning hygienic hair brush that launched last year, released a tropical collection. Distribution opportunities are available. Contact **Roni Josef**, CEO, at 702-682-5169 or ronijosef@beinbeauty.com. Visit beinbeauty.com.

Created by Celebrity Stylist **Sarah Potempa**, the **Beachwaver Pro** rotating curling iron (SRP \$199.00) provides easy, professional quality waves in minutes. The left, right and go buttons control the direction specific to the side you are curling. The Beachwaver Pro has the ability to create three different types of curls, depending on the preferred style, thanks to two rotation speeds (high and low). The iron features a 6.5-inch gold-infused ceramic tourmaline barrel with a 1-inch width that heats to 310 to 450 degrees. Reach **Melissa Wescott** for wholesale opportunities at melissa@beachwaver.com. Visit beachwaver.com.

The **Fume Iron** is the flat iron system (below) that enhances the keratin and straightening experience, as it removes 99% of keratin treatment fumes (white/salon \$995.99, black/salon \$1,095.99). This patented technology is manufactured by **Bijo Sante** in



Montreal, who are experts in air purification systems.

Quieter than a blow-dryer, the European blower provides amazing extraction power for a safer environment and better air quality free of harmful or toxic fumes. The Fume Iron Wand features vents that channel the fumes into the flat iron and away from stylists and clients. Titanium tourmaline plates minimize heat damage for smooth, straight and shiny results. It features five temperature settings to work with any straightening treatment.

The bio-activated coconut carbon filter absorbs chemicals linked with straightening treatments. It removes fumes from both formaldehyde-free and original formulas. It lasts 40 treatments and is easily replaceable.

House of TrendSpotters, in collaboration with top manufacturers, will be launching new technology brands like the Fume Iron and education for the pro beauty industry. **Carlos Cintron**, CEO/creative director, and **Elizabeth Boyle**, vice president, created the company to inspire hairdressers and enhance the salon experience for both stylists and clients. Reach Carlos at carlos@houseoftrendspotters.com.

Reach Elizabeth at elizabeth@houseoftrendspotters.com. Visit fumeiron.com and houseoftrendspotters.com.

Sam Villa launched a series of new products. The **Sam Villa Signature Series Shears 7-inch Dry Cutting Swivel Shear** (salon \$450.00) is made of 100% Japanese molybdenum alloy compression-forged for strength and durability. This dry-cutting shear is perfect for shear-over-comb, dry cutting, compressed/condensed cutting, or anything else that requires more leverage. This new version features a swivel handle for more dynamic cutting positions while relieving stress on the body.

The **Sam Villa Professional Ionic Dryer – Limited Edition Soft Metallic Purple** (salon \$174.95) is an award-winning lightweight ionic blow dryer that delivers powerful airflow, is whisper quiet and weighs less than 1 pound. It



helps create brilliant shine, reduces static/frizz and generates smooth sleek finishes with the built-in ceramic/tourmaline ion generation.

The **Sam Villa Artist Series Polishing Paddle Brush** (SRP \$49.95) is an all-in-one brush that combines the speed of a paddle brush with the highly polished finishing power of a natural boar bristle brush. Its premium air cushion with FlexSense technology contours to the scalp for soft comfortable styling. It's great for detangling, wrap drying and creating a flawless high-shine finish. Contact **Lya Navarra**, customer advocacy, at 888-812-1115, ext. 3, or lya@samvilla.com. Visit samvilla.com.



Ideal for beauty pros who work on location, the **Vincent Large Mastercase** (19 1/4 inches x 6 1/4 inches x 15 inches/SRP \$149.50) has an elevating, tilting clipper tray for easy access. It holds up to six clippers. The tray, with round notches, slightly comes out of the case to avoid cord tension and to keep the clippers safe from any cord damage. It includes a removable compartment with six tall sections for combs, shears or other tools, and 12 short sections for attachment combs, with foam padded lids and two locked latches with keys. It also features four leather shears holders and a zippered mesh pocket. It's available in silver and black. A smaller version (11 1/2 inches x 4 inches x 10 inches/SRP \$59.95) is also available. Reach **Bryant Yoo**, president, at sales@sewicob.com. Visit sewicob.com.

Lustria debuted its premium **Jewelry Tats** (pack of two designs/SRP \$18.00). Founded by **KiKi Han**, creative director, Lustria aims to be



the first premium body accessories and tattoos brand to target both Eastern and Western markets.

KiKi showed 10 collections inspired by destinations around the

world. One of the best sellers, **New York City Love**, was inspired by the hip, modern and energetic downtown neighborhoods of NYC. Each collection features elements of the culture from which it originated.

Also new are **Stackable Jewelry Tats** (salon kit/\$90.00). Complete a client's blowout look with Jewelry Tats for a night out. They make perfect service add-ons.

Lustria Jewelry Tats are quick and easy to apply. Cut tats to desired size, peel the protective top sheet, press face-down onto skin and use a spray bottle or cloth to wet paper. After 20 seconds, simply peel off paper and repeat! To remove, wipe away with baby oil or makeup remover, or press clear tape on skin and peel away. Inks are non-toxic. Reach KiKi at kiki@lustria.com. Check the company out on Instagram and Facebook @Lustria.co or visit lustria.com.

Eleccio showed its professional gel-like 5-free nail polish (.45 fl. oz. bottle/ SRP \$7.99) in 46 beautiful shades. It has a glossy finish with a quicker dry time, as well as a 40% longer wear time. The patented brush provides a smooth application, reducing streaking.

Reach **Anh Truong**, sales manager, at anh@annieinc.com. Visit eleccio.com.



Dip Into Pretty, a division of **BluSand Beauty LLC**, showed its new, patent-pending, **Pedi Spacers** (one set with a convenient travel bag for storage/enough for both feet/SRP \$12.99). They are individual, silicone-based toe



separators with fun and fashionable bling. The separators are individual and the bases are made out of silicone. They're available in 22 different styles, including gems, flowers, party

treats

and pearls. Pedi Spacers are comfortable, easy to walk with and can be worn with or without flip flops. They can be cleaned with any type of cleaner. To learn more, reach **Katrin de Haen**, partner and president, at kat@blusand.com. Visit dipintopretty.com.



Babe introduced **Babe Lash Enhancing Liquid Eyeliner** (1.5-ml tube/SRP 417.48) as the perfect pairing to **Babe Lash's Eyelash Serum and Volumizing Mascara**. The Liquid Liner is formulated with pentapeptides, a renowned anti-aging ingredient, to enhance lashes for a youthful appearance. The Enhancing



Liquid Liner lasts up to 24 hours, has a pointed tip applicator, is quick-drying, waterproof, and works with the body's natural lash-growing process. For more information, contact **Derrick Porter**, president, at dp@beautyindustrygroup.com. Visit babethings.com.

Eyelashi's Luxury Mink Fur Strip

Eyelashes (SRP \$29.00 to \$67.00) are made with 100% cruelty free mink fur with a cotton band for comfort. They look natural, soft and fluffy. Reusable, they last up to 30 wears. The packaging can be used for safe keeping of the lashes.

Place them by the register at salons or beauty stores for great add-ons and easy



upsells. For more information, contact **Joanne A. Lai**, founder, at joanne@eyelashi.com. Visit eyelashi.com and minklashpack.com.

Rebel's Refinery introduced **Capital Vices Collection Skull Lip Balm** (5.5 grams/SRP \$7.99). This all-natural formula features coconut and sweet almond oils to moisten,



nourish and protect lips, while vitamin E provides

essential antioxidants. Did we mention it's unisex?

The one-of-a-kind packaging is embossed with the words "Be All My Sins Remember'd" on the bottom from when Hamlet was holding the skull. The 12-pack of balms also turns into a counter-top merchandising displayer. For more information, reach **Dustin Stern** at dustin.stern@rebelsrefinery.com. Visit rebelsrefinery.com.

Rosa Massimo showed **Thee Glitter Lips by Rosa Massimo** and the **Hatoraage by Rosa Massimo**. Rosa tells **BIR**, "Thee Glitter Lips (30 applications/5-ml cosmetic glitter pot and 5-ml cosmetic glitter adhesive/SRP \$15.00) does what it says on the tin. Unlike other similar products, it lasts a minimum of 8 to 10 hours. You can eat and drink as normal, you can even kiss! It stays on. Then, it removes easily with a cosmetic wipe."

The Hatoraage (SRP \$45.00) is a bespoke must-have hair salon tool that makes it easy to achieve the Balayage trend. It saves on product waste and time and makes the colorist's life easier. Rosa is seeking distributors for this innovative tool.

Rosa added, "We are looking to bring our salon brand to New York City shortly, as we see there is a huge gap in the market for what we offer. We are looking for a salon manager, and then to build a team of stylists whom I will train. If you're interested, get in touch with me right away."

For more information about the products or NYC salon and team, contact Rosa Massimo or **Jas Sahota**, directors, at info@rosamassimo.co.uk. Visit rosamassimo.com to view the beautiful colors of Thee Glitter Lips.

IBS/IECSC New York cont. from page 15

Talking skin and body care at IECSC
The International Esthetics, Cosmetics and Spa Conference celebrated its 14th year in New York, March 6-8, 2016 at the Javits Convention Center, with record-breaking attendance and sales. The three-day event, produced by **Questex, LLC.** and presented by **American Spa** magazine, welcomed more than 15,300 spa and wellness professionals. IBS New York attendees visited the exhibit hall at no additional charge to shop the newest in spa, skin care and wellness at the largest spa and wellness show in New York City.

The first of three IECSC events taking place this year, the New York edition's increase in attendance and exhibitors built excitement for the upcoming Las Vegas and Florida events. The show attracts spa owners, managers, estheticians, cosmetologists, massage therapists, medical estheticians and doctors who want to learn about the newest trends in the spa industry, as well as purchase products from more than 250 exhibitors. Those companies featured facial treatments, skin care, retail products, cosmetics, equipment/furniture, nutrition and health products, microdermabrasion equipment, massage products, aromatherapy, spa clothing, electrolysis/hair removal, laser equipment, spa décor, medical spa equipment and more.

The educational program featured more than 90 classes. Spa professionals attended the Spa Business Conference that featured sessions designed to educate spa owners, directors and practitioners on how to become more proficient in all aspects of spa operations; CIDESCO Section USA certification classes; Advanced Business Seminar; Makeup Workshop and Advanced Education Workshop. Plus, more than 60 Product Focused Classes featuring business-building content and the latest in spa treatments and techniques were included with exhibit hall admission.

Show floor

Exhibitors included new and innovative brands, as well as industry leaders such as **Repêchage**, **Éminence Organic Skin Care**, **Revitalash**, **Satin Smooth**, **GMC Skin Care USA**, **PCA Skin**, **FarmHouse Fresh**, **Image Skincare**, **HydraFacial MD - Edge Systems LLC** and numerous others.

"We've been coming to IECSC New York for the past seven years. What I love most about the show is that it blends spa and salon," stated **Shannon McLinden**, CEO of **FarmHouse Fresh**. "Our booth always has great traffic and we meet such wonderful people. The FarmHouse Fresh booth is busy from the start of the show to the end!"

"As first time exhibitors, we had fantastic exposure to the perfect target audience for our product," said **Heidi Lerner** who introduced her new product, **The OriginalMakeUp Eraser**, at IECSC NY. "The event was well organized and we were able to receive the services we needed with ease."

Bodipure introduced **Keratin Gloves and Socks**, the first waterless, all-in-one hand and foot treatment to incorporate keratin, a key protein found in skin, hair and nails (Keratin Gloves/45.99 single pack, \$49.99 12-pack



exclusive formulation in Keratin Gloves and Socks includes keratin to strengthen nails and skin; urea to moisturize deeply; copaiba oil, which provides antiseptic, anti-fungal and anti-inflammatory benefits; vitamin E, which provides anti-aging and antioxidant benefits; and lipex PreAct, which works as a UV protectant. Together, they strengthen nails, moisturize skin, soften cuticles and provide extra pampering in the salon, at-home or while traveling.

In the salon or spa, the gloves and socks upgrade any mani-pedi treatments. They're also perfect for use during facials, massages, spa treatments and hair styling. They save money, as there's no need for water, massage lotion or cuticle oil. They're also perfect for mobile salons, podiatrists and dental practices. Reach **Jonathan Yoo** at jonathan@bodipure.com. For more information, visit bodipure.com and keratingloves.com.

Repêchage featured its **Hydra 4 Red-Out Facial With Micro Silver and Anti-Oxidants** and **Mineral Face Shield**.

The **Repêchage Hydra 4 Red-Out Facial with Micro Silver and Anti-Oxidants** (kit

containing 5 complete treatments/salon \$125.00) is a professional facial treatment formulated to help calm conditions such as rosacea, a condition characterized



by chronically inflamed and irritated skin. Research has found that rosacea is caused by skin microbes that thrive in bacteria present on the skin. Micro Silver is an important antibacterial ingredient found in the Red-Out Facial. Combined with the rich blend of vitamins, minerals, trace elements, amino acids and anti-oxidants in seaweed, this Repêchage treatment creates the ideal environment for healthy skin.

Repêchage Hydra 4 Red-Out Calming Cleanser with Micro Silver for

Hypersensitive Skin (6 fl. oz./salon cost \$24.75) foams to cleanse sensitive skin gently and effectively. It normalizes skin bacteria that is responsible for red, irritated and sensitive skin conditions, including rosacea. This all-natural formula combines eco-certified seaweeds and powerful anti-oxidants to help restore, balance and protect skin. Micro Silver, a clinically proven ingredient, soothes chronically inflamed and irritated skin, while anti-oxidants and anti-inflammatories such as quercetin and rutin help further calm skin.

Repêchage Hydra 4 Red-Out Serum with Micro Silver for Hypersensitive Skin (1 fl.

oz./salon price \$42.50) calms and nourishes skin. This light-weight serum combines skin-revitalizing seaweed and Micro Silver with powerful anti-oxidants and anti-inflammatories, such as quercetin and rutin, to help calm sensitive and hyper-sensitive skin conditions including rosacea. A natural herbal aroma from green tea relaxes the senses.

"As a skin care product manufacturer and

esthetician, it has been my mission to create a facial and product line that would address both hypersensitivity and rosacea,” said **Lydia Sarfati**, president and founder of Repêchage. “Our new Hydra 4 Red-Out Facial and at-home products incorporate new ingredients that work in conjunction with our nutrient-rich seaweeds to treat these conditions, calm the skin and reduce redness.”

Mineral Face Shield (2 fl. oz./salon \$27.50) is a light-weight mineral-based cream with zinc oxide, a natural physical sunscreen, and anti-oxidant seaweed, rich in vitamins, minerals, amino acids and polysaccharides, to provide anti-oxidant protection and lock in moisture to skin. The oil-free cream helps protect skin from pollution, climate changes and the environment and is gentle even on the most sensitive skin types. The perfect pre-makeup prep, leaves skin smooth and soft, never greasy.

Lydia also gave **BIR** a sneak peek at the products she planned to launch at her **18th Annual International Conference in NYC**.

The new **Repêchage Fusion Express Bar and Spa Masks with Nutriceutical Organic Actives** (12 treatments per box/salon price \$150) is a restorative, relaxing facial treatment that provides nutritive benefits to the skin while stimulating the senses. With delectable and aromatic Nutriceutical Organic Flavor Actives such as chocolate, matcha, vanilla and mixed berry, these fresh, customized facials are like smoothies for the skin and are made with the very highest quality ingredients culled from the culinary world.

Clients will love the delicious aromas while reaping the physical and emotional benefits of sensory stimulation from light facial massage and a calming, custom-blended face mask, leaving skin looking and feeling smooth.

Repêchage Sensory Fusion Face and Body Moisturizer is a soothing cream that offers a rich soufflé of natural and organic coconut oil, aloe vera, chamomile and vanilla and rooibos tea extract steeped in a laminaria seaweed complex to deliver soft, smooth skin. The delicious, subtle scent will relax and calm the senses day and night.

The **Repêchage Sensory Fusion Face and Body Wash** features all-natural castile soap based on olive, coconut and palm oils combined with the Repêchage exclusive Laminaria complex. This gently foaming wash is perfect for skin of all ages, lightly scented with the uplifting aroma of açai berry.

For more information, contact **Susan Vindics**, vice president of national business development, at 201-549-4200 ext. 234, or susanv@repechage.com, www.repechage.com.

Grande Naturals introduced **GrandeLIPS Hydrating Lip Plumper** (.05 oz./SRP \$26.95). Its ultra-hydrating formula instantly plumps and improves lip appearance in 3 to 5 minutes and serves as a long-term treatment after extended use. After 30 days of usage applied two times daily, you will see increases in hydration (51%), plumpness (15%), firmness (13%), and softness (11%). You can apply this product alone or with other products and experience the same benefits.

In addition, GrandeLIPS is now available in six gorgeous colors in addition to original clear. They include Pale Rose, Lust Red, Midnight Purple, Sunset Orange, Barely There and Hot Fuchsia! New Beauty recently recognized it with an award for the Best Lip Plumper. Reach **Marc Tull**, customer service manager, at marc@grandelashmd.com and visit grandewholesale.com.

LASHX Lash Cleanse (SRP \$35.00) thoroughly cleans lashes of oil and bacteria without compromising the life of the extensions. It is 100% oil- and glycol-free, so it's safe for lash extensions. This gentle lash

cleanser features moisturizing ingredients like pure aloe, silk fibers and chamomile extracts to help keep extensions and natural lashes looking healthy and lush. The formula is also infused with panthenol/pro-vitamin B to help strengthen eyelashes. Reach **Christina Figueroa**, brand manager, at 310-855-3305 or christina@makeupmandy.com. Visit makeupmandy.com.

Supracor, the originator of fusion-bonded honeycomb technology, showed a new two-sided facial sponge (SRP \$12.00) with one side for the face and the other for the body. Use it to cleanse, exfoliate and massage the skin. Reach **Steven Landi**, business development manager, at 408-432-1616, ext. 257, or slandi@supracor.com. Visit supracor.com.



See you next year for the 100th Anniversary!

Next up are **IBS and IECSC Las Vegas** on June 25-27 at the Las Vegas Convention Center. More than 21,000 beauty prod are expected to attend. Visit ibslasvegas.com and iecsc.com/lv.

Celebrating its 25th year, **IECSC Las Vegas** has a special celebration lined up for this year's event, including a Silver Passport program and Anniversary Party. The tradeshow will feature products and services from more than 600 of the top skin care and wellness companies and a conference program with more than 138 free classes.

IECSC Florida will return to Fort Lauderdale on October 23-24, 2016 at the Broward County Convention Center. The 2016 show marks its 19th year and features more than 5,500 attendees, 200 exhibiting companies and an expanded conference program. Visit iecsc.com/fl.

IBS New York celebrates its 100th Anniversary March 12-14, 2017, when IBS and IECSC return to the Jacob Javits Convention Center. Visit ibsnyc.com and iecsc.com.



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JOIN PBA'S EXECUTIVE DIRECTOR, STEVE SLEEPER, AS HE PROVIDES ATTENDEES WITH A CLOSER LOOK AT THE ASSOCIATION'S 2016 GOALS AS WELL AS PLANS FOR THE FUTURE.

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Nailpro draws 1,700 pros to Pasadena Show

Nailpro's nails-only show in Pasadena, CA, last month attracted more than 1,700 attendees, who came to see more than 40 exhibitors ranging from **Akzéntz** to **Young Nails**. The other half of the show was devoted to nail competitions and education. The competition schedule included 3-D Nail Art, Soak-off Gel Manicure, Salon Success and Its All About The Bling! Classes featured Nail Salon Best Practices, Diabetes and the Implications for a Pedicure, Japanese Nail Art and many more.

Says **Deborah Carver**, president/CEO of **Creative Age Publications**, "Southern California nail pros are thrilled that our nails-only show has returned to Pasadena. Attendees lined up early to get into the event; we easily had 600 pros in the door in the first 20 minutes!"

The Nail Competitions were organized and supervised by **Jewell Cunningham**, worldwide Nailpro competition director, who said,



Jewell Cunningham has served as the Nailpro competition director for many years.

"Nailpro Pasadena was a very successful competition for us. We had more than 100 entries with competitors from four countries. That was impressive."

The largest exhibitor on the floor was **American International Industries**,

which showcased 10 of its top brands—**Checi**, **China Glaze**, **EverGlaze**, **EzFlow**, **Gelaze**, **Gena**, **IBD**, **Nail Tek**, **ProLinc** and **Seche**. For information, reach **Mark Moesta**, vice president of professional sales, at m-moesta@aiibeauty.com. Visit aiibeauty.com.



Nailpro Executive Editor Stephanie Lavery (left) presents the first raffle prize of the day to Mirna Gutierrez from Thomas Beauty Salon in Bakersfield, CA.

Available in three different styles, **Checi Pro Autoclave Foot Files** (SRP \$10.99) are perfect for getting rid of calluses and dry skin. All



The new Checi Pro Autoclave Foot File

Checi Foot and Hand Files can be used with or without water, which makes it even easier to take care of hands and feet quickly. The top selling Dual-Sided Foot File combines the grit and benefits of the Medium Foot File and Coarse File with a much larger abrasive area and works on severely rough feet and cracked heels.

Attendees scooped up **China Glaze's** new summer 2016 collection, **Lite Brites** (0.5 fl. oz./SRP \$3.75), featuring 12 new bold neon creams and shimmers that are a nod to the audacious spirit and outspoken style of the 1980s.



Lite Brites (above) from China Glaze feature 12 new bold neon creams and shimmers.

EzFlow featured its **HD Acrylic Powders** collection. Focusing on the principles of the four Cs—chemistry, clarity, color and creativity—EzFlow's HD Acrylic Powders feature time-release technology that delivers plasticizers through



EzFlow's HD Acrylic Powders continue to add strength and durability during the life of the nail enhancement.

encapsulated microspheres to continually add strength and durability during the life of the nail enhancement. Optical brighteners and UV filters enhance and protect the color of the finished nail, making whites brighter, pinks more intense and clear shades crystal clear. Available in 0.75 oz. up to 98.2 oz., the most popular 4-oz. jar has a suggested salon price of \$21.95.

It was a rainbow of color, as **EverGlaze** offered all 48 shades (0.5 fl. oz./SRP \$5.00) of its extended wear lacquer system. Developed



All 48 shades of EverGlaze offer up to 10 days of chip-resistant wear.

as a 2-step system using Active Lacquer technology to deliver up to 10 days' wear, and a flawless, chip-defiant finish and intense shine, EverGlaze is self-fusing and does not require a UV/LED light or base coat.



Gelaze showcased 23 newer shades of its China Glaze colors that salon professionals and consumers love, now in a long-lasting gel formula (0.5 fl. oz./salon \$15.00). Just in time for spring and summer, bright and bold favorites such as flirtatious pink cream Neon & On & On is available in the high-shine, long-lasting gel polish. Its Gel-in-Base-in-One formulation is a 2-in-1, 100% gel polish, with the base coat built right into the polish. Gelaze delivers a longer-lasting manicure in fewer steps than traditional gel with reduced cure times under

your choice of a UV or LED lamp. You'll save steps, time and money.

Gena debuted the **PediSpa Detox System**. This four-step system effectively utilizes active charcoal in four pedicure products that

cleanse, smooth, soften and condition. For centuries, charcoal has been used to neutralize odors and absorb impurities. The naturally porous surface attracts dirt and oil like a magnet, drawing odor causing bacteria and grime from deep within pores. Included in the system are **Black Charcoal Foot Soak, Purifying Scrub, Nourishing Mask** and **Emollient Crème**. Each product is blended with black charcoal and the finest emollients and extracts for a pedicure that will leave you light on your toes. It's available in a convenient Intro Kit that includes 4-oz sizes of all Detox products (SRP \$19.95).

A top-seller for **ibd** was its new **LED/UV Pink Builder Gel** (2 oz./salon \$46.95). The pink builder gel is now LED- and UV-curable for faster, beautiful nails. The new formula has the same leveling properties and viscosity as the current ibd Builder Gels, which are also LED/UV curable and available in Clear, Clear Builder and Intense White Builder.



This soft, natural-looking pink is great for completing the perfect French manicure.

Lighter spring polish colors are gorgeous and fresh but show every ridge, bump and other imperfection

on the nail. **Nail Tek Foundation** (0.5 fl. oz.



Kellie DeFries (aka the Crystal Ninja) is the inventor of the Crystal Katana nail art tool.

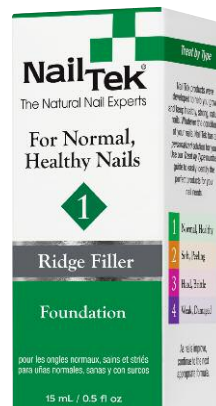
SRP \$9.99) fills these unsightly ridges and nail damage while strengthening the natural nail. Available in four formulations developed by nail type—normal, healthy; soft, peeling; hard, brittle; and weak, damaged—this base coat is a special blend of strengtheners, conditioners, micro-fibers and natural fillers.

Together, they create a smooth surface that increases polish adherence for a long-lasting manicure. It smoothes uneven nail surfaces and masks nail imperfections for healthy, beautiful nails.

To get feet ready for the warmer weather—aka sandal season—ahead, attendees stocked up on **ProLinc Dry Heel Eliminator** (4 fl. oz./SRP \$9.99). This nutrient-rich therapeutic cream formula penetrates deeply to heal and prevent dry, cracked heels, replenishing and maintaining skin's natural moisture balance.



Gena's new **PediSpa Detox System** uses active charcoal to cleanse, smooth, soften and condition feet.



Nailpro Pasadena cont. on page 20

Nailpro Pasadena cont. from page 19

Seche Vite showed its award-winner top coat (0.5 fl. oz./SRP \$9.99). Its patented formula penetrates through the nail lacquer to



the base coat, forming a single solid coating over the nail plate for a much more durable finish. It's guaranteed not to yellow and leaves nails resistant to chipping.

But wait, there's more!

Belava debuted its **Trio Foot Spa** (salon/\$149.00). This three-piece foot spa unit includes a bowl base unit with built-in heat



and vibration with separate switches. The pedicure tub insert is removable for easy emptying and filling with

water. Finally, the fitted disposable liners provide for a sanitary pedicure soak. It fits up to a man's size 13 foot. At 4 pounds, it is lightweight, includes an AC/DC adapter and has a 6-month warranty. Reach **Natalie Zolotnik**, principal, operations and marketing, at 818-903-5548 or natalie@belava.com. Visit belava.com.

Young Nails introduced **Onto the Next**, a travel-friendly cream nail polish remover (2 fl. oz./SRP \$5.95). The lavender-scented nail polish remover comes in a concentrated cream formula that sits on the nail bed to penetrate and break down layers of polish for quick and easy removal. Reach **Felicia Jayes**, vice president of sales, at felicia@youngnails.com. Visit youngnails.com.



from left: Gino Trunzo, director of education for Essie, talks about the new Apricot Cuticle Peel with Nailpro Associate Editor Taylor Foley and Nailpro Assistant Editor Dana Loth.



New **Essie Apricot Cuticle Peel** (above, 4 fl. oz./SRP \$12.50) is a potassium hydroxide

Jessica introduced the **Zenspa Pedicure**. With a refreshing lemongrass scent, products remove the toughest callouses and cuticle buildup, as they exfoliate rough, calloused skin and hydrate dry, cracked heels.

Blue lotus flower provides antioxidant protection, purifies to help skin feel fresh and vibrant, and contains natural alpha hydroxy acids that help to exfoliate the outer layer of skin and calms with anti-inflammatory properties. Water lily root helps regulate the skin's pH. Bamboo shoot firms and fights free radicals.



The system includes **Awaken Revitalizing Foot Soak Crystals** (16 oz./salon \$21.00, 64-oz. refill/salon \$47.80), **Restore Cuticle and Callous Remover for Feet** (2 fl. oz./salon \$5.90; 8.5 fl. oz./salon \$11.00), **Heaven Silkening Foot Lotion** (16.5 fl. oz./salon \$22.00, 32 fl. oz./salon \$33.50, 64 fl. oz./salon \$59.90), **Intense Hydrating Heel Repair Crème** (2 oz./salon \$9.30, 15 oz./salon \$18.50, 64-oz. refill/salon \$51.80) and **Refresh Foot Spray** (8.5 fl. oz./salon \$11.00). In addition, Jessica's **Revive Microdermabrasion Foot Scrub** (2 oz./salon \$9.30, 16 oz./salon \$24.00, 64-oz. refill/salon \$60.00) removes dry skin and restores a healthy glow.

Reach **Joey Brown**, vice president sales, at joey@jessicacosmetics.com. Visit jessicacosmetics.com.

formula that works as a smart acid to hydrate while removing dead skin. It softens overgrown cuticles for easy removal. It allows for a virtually waterless manicure—only a tiny bit is needed to neutralize acid, saving time, steps and money. In addition, Essie has revamped its entire nail care collection with color-coded packaging that allows you to identify clients' needs. New to the range are a primer/color corrector and a topcoat. Reach **Joe Glynn**, vice president of sales, at jglynn@us.loreal.com. Visit essie.com.

Backscratchers introduced 24 bright, vibrant **Acrylic Dipping Colors** that can be dipped, poured or sprinkled on, depending on the desired effect. The long-wearing colors apply thin, yet are strong and can be mixed to create new shades. Combine them with **Backscratchers' Divine Designs Glitter** to add sparkle. Dipping colors come in .5-oz.



jars (salon \$13.30) and in new .33-oz. sprinkle-tops (salon \$6.95). Glitter is also available in the new .33-oz. sprinkle-top containers. Contact **Michael Megna**, CEO, at mmegna@backscratchers.com. Visit backscratchers.com.

Nailpro Sacramento takes place September 11, 2016. The next **Nailpro Pasadena** takes place April 30, 2017. Reach April Menendez at amenendez@creativeage.com. Visit nailprosacramento.com and nailpropasadena.com.

Lavacqua Final Rinse restores hair's natural beauty

Stellario D'Urso and **Geppe Enfiomusi** both come from Sicily, whose geography is dominated by Mount Etna, the largest and most active volcano in Europe. Whenever they went back to visit their families, Stellario's and Geppes' wives and daughter observed that they were having "their best hair days ever." Conversely, when their relatives came to the United States, they noticed that their hair was much less manageable than when they were home. Stellario and Geppes set out to see if they could make a connection.

They traced the effect to the mineral-rich waters collected from this volcano, which they learned can be used to enhance hair quality, health and beauty. After research and testing, **Lavacqua** was born. This natural product taps the powers of ancient natural resources to provide an everyday solution to most common hair problems.



from left: **Stellario D'Urso**, CEO, and **Geppe Enfiomusi**, president, founders of **Lavacqua**

When Geppes told **Beauty Industry Report** about Lavacqua during a recent trip to New York, we knew we had to give our readers the opportunity to get in on the ground floor with what we see as the next big hit for professional hair care. Read on for the story.

BIR: Welcome, Stellario and Geppes. The development of Lavacqua is very exciting for an industry that thrives on what's new and what's next. What's the story?

Stellario D'Urso (SD): Thanks, Mike. Lavacqua was born with the mission of exploring the benefit of volcanic waters as they pertain to the care of hair, particularly colored and treated hair. It takes centuries for water to flow through the Earth's surface and finally collect in the aquifers from which we draw it. If those layers happen to be near volcanoes, the water, on its journey, accumulates precious minerals that enhance its properties.

Minerals such as iron, selenium, copper and zinc are invaluable to add shine, brilliance and pliability to any hair type, but especially to colored and chemically treated hair. Not all volcanic waters have the same combination of minerals, but with the help of qualified geologists, we have identified the correct sources from various locations in the world. Those waters are the basis of our first product, **Lavacqua Final Rinse** (16 oz./salon \$15.00/SRP \$29.99). Sprayed onto the hair after cleansing, it eliminates the dulling effects of other minerals and additives normally present in city waters, while restoring hair's natural beauty.

BIR: How is Lavacqua superior to regular water when it comes to daily hair care?

SD: Great question! Washing with regular tap water subjects hair to impurities and chemicals that dull color and reduce pliancy. Chlorine and calcium are the worst offenders. Lavacqua's water is naturally filtered on its journey through layers of volcanic soil and lava, making it naturally pure. Its use as the very last rinse before styling breaks down and removes impurities, and its mineral content enhances shine, brilliance and silkiness.

But we did not stop there. Concerned with the overall health of the hair and scalp, we also formulated a botanical cocktail. Thyme, coltsfoot, yarrow, birch bark, horsetail, nettle, rosemary, peppermint, honey and vinegar in the right blend promote hair strength, stimulate follicles and naturally soften and condition hair.

BIR: But we've always been led to believe that minerals build up in the hair.

Geppe Enfiomusi (GE): Zinc, copper, iron and selenium are trace elements and are essential minerals to the body. In our volcano water, they are found in their purest form, which makes them non-accumulative, meaning they do not build up in the hair. In fact, they aid in the removal of minerals like calcium, which is often found in hard water, that do build up in the hair.

BIR: What came next?

SD: We manufactured a small batch of product that was extensively tested by hairdressers across the United States. The results were unanimously positive and the



Lavacqua Final Rinse leaves hair with enhanced shine, color, pliability and brilliance.

benefits were clear and immediate. We knew we were on to something and started developing the brand story, positioning and packaging. Now, we are seeking exclusive distributors with a strong appetite for innovative products.

BIR: What are your long-term plans?

SD: By the end of our first year, we plan to have secured a national network of exclusive distributors. By the end of year 3, we will have launched complementary products and secured international distribution in key European, South American and Asian markets. By the end of year 5, we will have

established Lavacqua as the world-wide leader in volcanic-based hair care.

BIR: What is your story?

GE: I started as a hairdresser and then became a salon owner. Today, I am president of **Piermarco Group Imports**, a distributor of professional products in New York and New Jersey. For Lavacqua, I will manage sales, distribution and commercial activities, plus product development with Stellario.

SD: I'm a marketing executive with 30-plus years' experience in consumer products. I am the CEO and am responsible for marketing, communication and branding, plus sourcing.

BIR: What's next?

SD: We are working to instill the benefits of volcanic water in other products. Our team of geologists is locating waters in volcanic regions around the world to provide unique properties.

To learn more about distribution opportunities, contact Stellario D'Urso, CEO, at stellario@lavacqua.com, or Geppes Enfiomusi, president, at geppe@lavacqua.com. Call 844-885-2266 and visit lavacqua.com.

At Life of Riley, success is all in the family

In this age of technology and smartphones, **Life of Riley Salon Supply** is building business the old-fashioned way—with a heavy emphasis on face-to-face communications with all of its business partners, from manufacturers to its sub distributors to salon owners, stylists and other beauty professionals. While technology is part of the equation in delivering customer service, all of Life of Riley's selling points are locally owned and family-owned, with a team who concentrates on building one-on-one relationships at every point of the process.

Can this approach still work today? You bet! In fact, in less than 3 years, this growing distributorship is thriving. It's already expanded to eight states, including Florida, where it's headquartered, along with Georgia, North and South Carolina, Alabama, Mississippi, Tennessee and Louisiana.

Beauty Industry Report has been tracking this dynamic company's progress since day one, so we are delighted to catch up with president and co-founder **Kelly Huether** for an update.

BIR:
Welcome,
Kelly. What's the story behind Life of Riley?
Kelly Huether (KH): Thanks, Mike. Life of Riley is a professional beauty distributorship founded less than 3 years ago by myself, **Bob Larson** and **Randy Ridenour**.

I am very lucky to have co-founded Life of Riley with my life-long friend Bob. We met during our first jobs out of college and have been philosophically aligned about business for 31 years. Bob is from Iowa and I'm from South

Dakota, so we like to think our Midwest Values and work ethic have served us well. We know if we treat our employees right, they will treat the customers right and everything gets easier from there. To that end, when our business partners or customers call, they can talk with a principle stakeholder within 24 hours. Randy prefers to take the more silent general manager role and works diligently to make the internal machine run smoothly.

We are constantly looking to add sales people, sub distributors or store owners to cover the current eight states more thoroughly and then later expand to others.

BIR: Your distributorship has a unique name.

KH: Life of Riley implies living the good life. We are committed to being easy to do business with. The company is named after my daughter, **Riley**. When you include your daughter's name in your company, you want it to stand for high values and superior service. We believe the next generation of salons and stylists will have a new set of challenges to confront, and we want to be beside them every step of the way.

BIR: I knew you when you worked for a big national distribution company. Why leave?

KH: Lifestyle, business philosophies and timing. While I had a fun and long ride, I was also living on an airplane. Plus, it seemed increasingly more difficult to connect with the salons we served. Combine that with the fact that I became a father at a later age than most, and I wanted to be at home more. I got my start in the beauty industry as the owner of a family-owned beauty supply in Montana, and I loved it. The timing was right to start one again, as my daughter, Riley, had just turned three.

At the same time, another distributor had made the tough decision to consolidate warehouses and move its warehousing and operations out of Florida. That made for a readily available work force that has really helped us create a world-class internal



Life of Riley stores feature a magnificent hair color wall.

operation that has easily handled our rapid growth and will continue to for years to come.

The people who became available to us at that time were the best of the best. Our customers and sub distributors constantly praise us for the smiles they feel on the other end of the phone. Our general manager, internal team and area sales managers are the best I have worked with in my 26 years in the industry. Plus, our salon consultants care for and about their salons like no others.

BIR: How does it work with sub distributors?

KH: Our sub distributors buy at a discount from salon price, and they service the salons in their local markets via their store fronts and their own outside salon consultants. The beauty of sub distribution is that they can buy weekly from us and have their orders shipped to arrive the same day each week. That can greatly reduce the amount of inventory they carry and allows them to staff accordingly. The model is proven and has worked for over 50 years now.

BIR: Who makes ideal partners for you?

KH: Ideal partners are entrepreneurial and have it ingrained in their souls to treat the customer right, no matter what the situation. We kid that we can teach anything but a smile, so we look for people who want to out-service the competition. If that means delivering orders to salons, doing special in-salon education events or anything it takes to gain the confidence of the salons we serve, we all win.



Bob Larson, Kelly Huether and Randy Ridenour founded Life of Riley Salon Supply less than 3 years ago. It's already taken off to great success.

For existing distributors, we have become the frosting on their cake, and in many cases, joining us as sub distributors was just what they needed to regain profitability. In some cases, we have had folks who love the salon but want a new step in their careers, so they are pursuing a Life of Riley store in their backyard or in some cases, extra space they have in their current salon.

BIR: What are some of your key brands?

KH: We are fortunate to have a very broad portfolio of brands to keep the one-stop shopping mantra possible. For example, from day one, we have represented **Alfaparf Milano, Keune, Tressa, JKS, Yellow Color, Crack, Mitch Stone Essentials, Young Nails** and more. Over the past 2.5 years, we have hooked up with up-and-coming brands such as **ColorProof, Pai-Shau, Macadamia Professional, 18.21 ManMade, Neuma, Uniq One, Agadir, Bosley Professional** and many others.

BIR: What makes Life of Riley Salon Supply so successful?

KH: We have been very fortunate in connecting the dots between manufacturers and the salons we serve. Over the years, I have helped connect some of the industry's manufacturers with many of the executives who are now the number 2, 3 or 4 person at those companies. Without even knowing it, I was paying it forward.

At Life of Riley, we believe that the industry still loves to do business with family-owned companies. We connect brands through locally owned companies with the salons they serve.

BIR: How do you make those connections?

KH: We have four ways to reach our markets:

1. Through our 32 outside salon consultants;
2. Via our company showroom with more to come;
3. With our sub distributors—some who carry the Life of Riley name and some who have retained their heritage names; and
4. Via locally owned stores servicing their local geography only (stores within salons).

In general, many salons have extra space that was once dedicated to their nail business, massage business or facial business. In many cases, they have not been able to retain employees in those categories but still have the space. We creatively work with them to cordon off a section that can be dedicated to a Life of

Riley Store Front. They agree to pay our DSCs commission when another salon shops there, and we are off to the races.

We expect to open several more of these Stores within Salons this year. Our brands know of our unique model and have been very patient in growing with us. It takes a more advanced Business Development Manager to call on Life of Riley and our four channels, and we are fortunate to have some of the best of the best working with us.

In addition, we have been very good at taking brands that previously did 90% or more of their business in Caucasian salons and connecting them with locally owned, culturally specific



The new South Tampa showroom opened on May 2.

distributors. For example, we have three Latino-specific sub distributors and two Asian-specific sub distributors who previously had no luck attracting brands because they were not big enough. By partnering, those sub distributors can place weekly orders with us and concentrate their efforts on sales out instead of making freight, etc. with various manufacturers.

BIR: How do you help your employees and sub distributors succeed?

KH: We offer a wide array of sales support, starting with a very close connection to the manufacturers we serve. To make sure that everyone is on the same page, we provide a world-class magazine that concentrates on sales to and through salons. Then, we broadcast our sales meetings via a live video stream that can be watched live or at a later date.

We back up our claim of offering unbelievable service with same-day shipping to our sub distributors and salons. Our fulfillment

rates exceed a 98% fill rate. Plus, we provide a great mix of core brands and sundry items that make Life of Riley a one-stop shopping experience for more than 5,700 skus.

BIR: What's your biggest challenge?

KH: Like most distributors, the ramp up that it takes for a DSC to make a living as we expand is never quick enough. We support them, but we have had more turnover than we'd like.

Similar to what I found at my previous employer, in the markets in which we have multiple channels of distribution, it's a challenge to determine who has the rights to service a salon once it's been opened. In some of our markets, our DSCs and sub distributors work

hand-in-hand, while in other markets, they struggle. We encourage all to work together, and in most cases, it works.

BIR: You put on a huge production at Premiere Orlando. What's up this year?

KH: We invest almost our full year's marketing budget to do Premiere right. This year, we are launching six brands, five of which do not compete in any way with our existing portfolio. We believe in the Work Hard/Play Hard philosophy and our employees like the challenge.

BIR: What's next?

KH: The sky's the limit. Our infrastructure, combined with our move to a much larger location in September, will set the tone for unlimited growth. We will saturate our eight states and then look for the right opportunities to expand through sub distribution. We have 20 inquiries from people wanting to be part of the Life of Riley family, and we will selectively narrow those down to the right candidates and the right opportunities to expand.

Our brands have been very supportive of our growth, and there are many more lined up to get involved. We have even had inquiries from current distributors of brands we represent, as they, too, sometimes want the security of owning their own business while being part of something bigger. In general, we are flexible and we have options for folks who want to own or be part of something special in the future of our great industry.

Contact Kelly Huether, president/co-founder, at 727-865-4145, ext 101, or kellyh@lifeofrileys.com. Visit lifeofrileys.com.

Nanokeratin System pioneers global bio technology

Last year, **Beauty Industry Report** met **Tal Oryon**, the U.S. CEO for **Nanokeratin System Laboratories**, a global biotechnological pioneer, focused on researching and developing innovative convalescence technologies to control and heal the hair. We were intrigued by Tal's new approach to professional services. The company offers a variety of professional smoothing and recuperation technologies, hair-bonding technologies, afro hair technologies, complementary home-care products and innovative hair brushes to keep hair looking healthy, smooth and beautiful. To get all the details, we recently sat down with Tal and **Amir Segev**, Nanokeratin System International's founder and president, to learn more about what this company offers to distributors and salons in the United States.

BIR: Welcome, Amir and Tal. How did Nanokeratin System get its start?

Amir Segev (AS):

Thanks, Mike. I began my career as a hairstylist. During my 35 years working behind the chair, I searched for a product or technology to accomplish the results I desired without compromising the health of the hair.

Not finding any up to my standards, I established my own company. I instructed my R&D team to pioneer innovative technologies and formulate new products for salon services that keep the hair fiber as healthy as possible. Their goal was to study how natural healthy hair acts, so we can provide damaged hair with what it needs to heal itself from the inside in order to return to a natural, healthy state. That is what Biomimicry means.



Amir Segev,
Nanokeratin
System Intl.
founder and
president



Tal Oryon, CEO,
Nanokeratin
System U.S.

After developing products under the Nanokeratin System brand and marketing them successfully in 28 countries since 2010, today, my goal is to introduce these innovative technologies and product ranges to hairstylists in North America, so they can provide long-lasting salon services that create beautiful, healthy hair.

BIR: What sets Nanokeratin System apart in a crowded marketplace?

Tal Oryon (TO): It's important for us to adhere to the highest standards in every aspect of our business. For example, as a cosmetic producer, we comply with the strictest medical standards in all aspects of our product development, including Research & Development, production, quality assurance and all logistics such as storage, packaging and shipping.

From a technology standpoint, Nanokeratin System Laboratories have developed and formulated pioneering patented Biomimetic technologies that are applied within all of Nanokeratin System's innovative ranges for in-salon and complementary home-care services. We study the natural hair processes to understand how natural, healthy hair acts, so we can provide damaged hair with the tools and conditions it needs to heal itself from the inside and return back to its natural, healthy state.

Nanokeratin Systems Biomimetic particles and polymers perform enzyme like affinity to the hair's structure, which means they generate



The evoKin Afro Hair Series includes Pro Retexture Texture Reformer and for home use, Restructure Texture Controller and Refortify Texture Enhancer. Together, they control texture for a smooth finish.

processes, as biological enzymes do, in order to stimulate and enable inner self recuperations by damaged hair.

The company is results-oriented, with our nanoSmooth series benefits lasting 100 days or longer, while our nanoKplex series provides insurance for healthy hair during and after in-salon chemical processes.

In addition, our patented, award-winning packaging stands out on the shelf, helping both distributors and stylists start an immediate dialogue with their customers.

One of Nanokeratin System's core values is embracing and supporting our

distributors as true partners along their path to mutual successful collaboration.

Finally, our products are used and embraced by top hairdressers around the world.

BIR: What product lines do you offer?



nanoSmooth—Nanokeratin System's signature smoothing system—includes Reenhance Refining Shampoo, Refine & Invigorate Conditioner & Rejuvenate Refining Mask.

TO: Nanokeratin System Laboratories have developed and formulated the following series, based on patented Biomimetic technologies that benefit both in-salon treatments and home-care products.

1. The nanoSmooth Series is our signature smoothing system based on our patented NK3000S Biomimetic technology. Biomimetic particles enter the gaps between hair cuticles, closing the cuticles and forming a solid inner layer to enable the hair to heal and recuperate naturally. The nanoSmooth series includes an in-salon professional range and a complementary home-care range to prolong the results of the service for 100 days or longer. It leaves the hair healthy, elastic, lustrous, silky and manageable.

nanoSmooth offers three in-salon services:

- The **Recuperation Treatment** helps recuperate damaged hair following coloring, bleaching and any in-salon chemical process.
- The **Soft Smoothing Service** gently changes the hair's texture, reducing and smoothing frizz. It also provides the benefits of the Recuperation Treatment.
- The **Complete Smoothing Service** smoothes the hair, leaving it silky soft without frizz. It also provides the benefits of the Recuperation Treatment.

2. The nanoKplex Hair Bonding Series

takes hair bonding to a new level. It builds, multiplies, reinforces and stabilizes all hair bonds as disulfide (sulphur) and van der Waals. This advanced, 2-stage in-salon hair recuperation service and 2-stage complementary home-care system leaves even the most chemically damaged hair healthy, elastic, lustrous, silky and manageable. Based on patented M460P Biomimetic technology, nanoKplex integrates fresh milk and allows the hair to heal itself back to its natural state during and after in-salon chemical processes.



softSmooth smoothes the hair with every use for frizz control and a smooth finish.



NanoKplex enables hair to recuperate itself by finding single sulphur bonds and cross-linking them back together to form disulfide bonds during and after chemical processes, including coloring, bleaching, highlights, Japanese straightening, chemical straightening and chemical permanent curling. In addition to preventing hair bonds from breaking and rebonding separated bonds, nanoKplex features highly substantive polymers that perform enzyme alike affinity to the hair's structure, stimulating and enabling self recuperation by damaged hair from the inside and out.

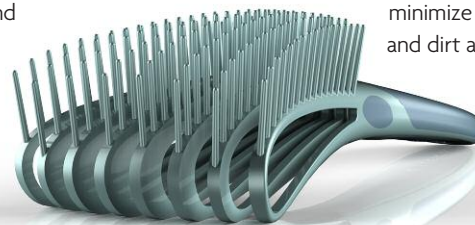
3. The softSmooth Series is an at-home natural soft smoother for all hair types and textures. It's based on patented SM156A Biomimetic technology for progressive hair smoothing with every use without heat. softSmooth builds the outer foundation and a solid inner layer to seal nourishing nutrients inside the hair, enabling its self recuperation. Continuous use of softSmooth enhances hair's fiber alignment and frizz control, and helps relax curly and wavy hair. The result is hair that's soft, smooth, frizz-free, healthy, elastic, shiny, silky and manageable.

softSmooth features highly substantive micro-polymers performing enzyme alike affinity to the hair's structure. It reduces friction



The nanoKplex Hair Bonding Series includes Rebond Bond Builder and Reinforce Bond Enhancer in-salon treatments, plus Refresh Balancing Shampoo and Retain Sustainer for home use to reinforce the treatments' results.

between hair strands for freedom of movement. It enters the gaps between cuticles, then closes them to form a solid inner layer to seal nourishing nutrients inside the hair, enabling inner fluent nourishment from roots to tips. It also cross-links, creates, multiplies and stabilizes all hair bonds as disulfide (sulphur) and van der Waals. In addition, it knits hair fiber back to its hydrophobic state to minimize water and dirt adhesion.



The Befri Brush

4. The evoKin Afro Hair Series, based on patented AF7851R Biomimetic technology, is for professional and home-care comprehensive convalescence and texture reforming.

5. The nanoXon Series helps purify the scalp and hair, thickens and strengthens the roots and encourages hair growth, thanks to patented NX6671E Biomimetic technology.

6. The Befri Brush is a patented, ergonomic, kinematic new-generation brush that detangles, conditions and strengthens hair.

To learn more, contact Tal Oryon, Nanokeratin System USA CEO, at office 646-663-1333, cell 347-659-2310 or at tal@nanokeratinsystem.com. Visit nanokeratinsystem.us.

Balmain brings luxury fashion to North American salons

Pick up any beauty or fashion magazine and you'll see the hottest models and celebrities from the Kardashian-Westes to Brigitte Bardot to the Queen Bey (Beyoncé) herself have joined the #BalmainArmy, wearing looks from the French haute couture fashion house **Balmain Paris**. If that doesn't ring a bell, you might associate the name Balmain with the wigs and hair extensions used as fashion accessories on runways around the world.

While hair extensions are still a part of the professional division, today the company also has introduced a luxury designer label of hair care and styling products to consumers through qualified salons.

When **Beauty Industry Report** learned that our friend **Nancy Carroll** had joined **Balmain Hair Couture** to connect it with North American distribution, we rang up **Steward Guliker**, owner/CEO, to learn more.

BIR: Welcome, Steward. Please share the history of Balmain Hair with our readers.

Steward Guliker (SG): Thanks, Mike. It's the story of my family. In 1974, my father, **Dick Guliker**, created a range of hairpieces to complement Mr. Balmain's clothing collection. In 2000, the company became Balmain Hair, the beauty division of the Balmain Paris house of fashion. Although they remain two separate companies, they are essentially "married."

In 2011, my brother **Richard** and I took over the ownership and leadership of Balmain Hair. Together with Balmain Paris, we developed a



Brothers Richard, art director, and Steward Guliker, CEO, lead Balmain Hair.



Nancy Carroll, director of business development

line of hair styling and care products needed for backstage at the runway shows.

BIR: Tell me about your history in North America.

SG: Honestly, we went through a huge learning curve. Initially, our support system for our U.S. business was based on the European model. That was a mistake. We learned that we needed to support the U.S. business with a U.S. business model, which led us to engage **Nancy Carroll** as our director of business development. She brings years of industry experience to the company. Today, Balmain Hair offers a globally recognized luxury fashion brand to salons through independent distributors across North America.

BIR: In a crowded marketplace, what is Balmain Hair's point-of-difference?

SG: The primary point-of-difference is our direct connection to and backstage focus with the House of Balmain Paris. The Balmain Hair products are designed to align with the fashion as presented each season on the runway. In this way, Balmain Hair connects hairdressers directly to the runway and latest fashion trends that enable them to create the most coveted styles for their clients.

The hair designs and trends are developed by **Nabil Harlow** of New York and Paris, who works in tandem with **Olivier Rousteing**, head designer at Balmain Paris, to present styles that finish the runway looks. Our styling and care products are produced in Scandinavia under the White Swan standards.

BIR: What are your newest products?

SG: We recently launched the Styling Couture line in the United States. This small but compact line achieves manageable, soft, shiny, healthy looking hair.

The range includes **Dry Shampoo** (75 ml/\$19.90, 300 ml/\$38.00), **Silk Perfume** (50 ml/\$19.90, 200 ml/\$44.00), **Argan Moisturizing Elixir** (20 ml/\$17.00, 100 ml/\$45.00), **Session Spray Strong** (75 ml/\$19.90, 300 ml/\$38.00), **Session Spray Medium** (300 ml/\$38.00), **Volume Mousse Strong** (300 ml/\$40.00), **Texturizing Salt**



The Balmain Styling Couture Range supports the looks created for the fashion runways.

Spray (50 ml/SRP \$19.90, 200 ml/SRP \$38.00), **Pre Styling Cream** (150 ml/SRP \$38.00), **Texturizing Volume Spray** (200 ml/SRP \$44.00), **Styling Gel Strong** (100 ml/SRP \$38.00), **Matt Paste** (100 ml/SRP \$42.00), **Shine Wax** (100 ml/SRP \$42.00) and **Matt Clay Strong** (100 ml/SRP \$42.00).

All products contain Balmain's signature fragrance. Argan elixir and silk protein are key to delivering the best benefits. Each product supports styles from the catwalk to the sidewalk. With each bi-annual fashion house collection, Balmain Hair launches a new trend collection with technical instruction for the salon professional.

We also offer beautiful gift sets, including a **Luxury Care** (SRP \$50.00) or **Styling** (SRP \$56.00) **Cosmetic Bag**, a **Styling Gift Set** (SRP \$198.00), a **Hair Perfume Gift Set** (SRP \$64.00), a **Moisturizing Care Gift Set** (SRP \$122.00) and a **Volumizing Care Gift Set** (SRP \$114.00).

BIR: What's next?

SG: See us at Cosmoprof North America, Booth 32017 to find out!

To learn more and/or set up a meeting at Cosmoprof North America, contact Nancy Carroll, director of business development/Balmain North America, at 678-575-3779 or nancy.carroll@balmainhair.com. Visit balmainhair.com.

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State Beauty Supply and **RDA Pro Mart** hosted its **Discover Beauty Shows** on April 3-4 in St. Louis and April 10-11 in Grapevine, Texas, with a record number of attendees (8,000 in St. Louis, 6,000 in Texas) experiencing their favorite brands, attending educational opportunities and meeting their favorite celebrity stylists.

Additionally, the shows featured a record number of classrooms and included more than 15 mainstage presentations from **Ruth Roche, Sam Villa, Ben Mollin, Jen Planck, Guy Tang, Christopher Benson, Wayne Grund** and **Leah Freeman**. Many new State Beauty Supply/RDA ProMart brands such as **label.m, Malibu C, Verb, El Patron, V76 by Vaughn** and **Artistic Nail Design** exhibited.

"We will continue to build on the success of this year's Discover Beauty Shows in providing attendees what they want in upcoming events," said **Paul Palladino**, vice president of State Beauty Supply and RDA ProMart. "We are entering into a very exciting time both for the industry and our company. Our reach and ability to provide experiences that truly grow beauty professionals' businesses are expanding exponentially."

To date, State Beauty Supply/RDA ProMart has provided than 100 educational events to help beauty professionals grow their businesses this year.

State Beauty Supply/RDA ProMart has 525 sales consultants and 271 stores. Its vision is to be an inspirational partner in the development and success of beauty pros by providing the best brands, education and business-building support. Its commitment to the industry extends to proactively fighting diversion and protecting authorized channels of distribution. Brands distributed by State Beauty Supply and RDA ProMart include **Alterna, Bioelements, Bio Ionic, Creative Nail Design, Essie, FHI, Hempz, Kenra, L'ANZA, label.m, L'Oréal Professional, Matrix, Mizani, Moroccanoil, Nioxin, Olaplex, Pravana, Product Club, Pureology, Redken 5th Avenue NYC, Sam Villa, Sebastian, Joico, Sexy Hair, Surface, Tressa, Young Nails** and other fine brands. Visit state-rda.com.

rep rap



from left: Gary Udell, All's Zvi Ryzman, Glenn Udell, Gerry Udell and All's Rafi Ryzman.

American International Inc., a manufacturer and distributor of innovative, quality beauty and skin care products, and **Gerry Udell, Inc.**, exclusive sales and marketing agents covering the Northeast United States for some of the most prestigious lines and brands in the professional beauty field, recently celebrated their long-term relationship in Los Angeles. **Gary Udell** indicated that the Ryzman and Udell families have had a business and personal relationship for more than 36 years. During that time, both the product marketer and the manufacturers' rep firm have experienced tremendous growth, including the next generation joining both businesses.

Said Gary, "**Zvi Ryzman**, All's CEO, is the ultimate entrepreneur and All continues to be one of the largest and most successful companies in our industry. Zvi and the Ryzman family continue to innovate within their own brands, as well as via acquisitions, to help expand their product reach. All is one of the pioneers and leaders in the nail, waxing and eyelash categories, which has enabled distributors to increase their share of the beauty market."

All represents such iconic brands as **Ardell, Gigi, Body Drench, Clubman, Seche, Supernail, Clean and Easy, IBD** and **China Glaze**. For more brands and details, visit aiibeauty.com. For more on Gerry Udell, Inc., visit gerryudell.com.

After big changes in repdom last year, **Kevin Van Nest**, principal of **Van Nest Company**, a Dallas-based beauty manufacturers representative group serving the West, Southwest and Southeast United States, recently checked in with **BIR** for an update.

"Over the past year, VNC has seen a lot of changes and change is good," says Kevin. "We are rock steady. We continue to show double-digit growth in the Southeast, Southwest and the West Coast, and will be strengthened by the training of great people who will carry us far into the future. With today's consolidated markets, there are more manufacturers than there are sales representatives. There is plenty of room for all of us to work and grow our businesses. At VNC, we will continue to provide the same excellent service to our manufacturers and customers that they expect from us."

To that end, Van Nest Company welcomes veteran beauty rep **Kenny Rogers** to its southwest sales team. As a rep in the Southwest, Kenny will handle key accounts in and around the Dallas and Houston areas. Also new to the Dallas office is **Griselda Mendoza**, who boards as key account manager. **Justin Van Nest** will be handling the **CosmoProf** account. Finally, **Johana Riojas** has joined the customer service team.

"At the new Van Nest Company, we all work together," explains Kevin. "We have put together a dynamic team that will grow and support our business and the business of our manufacturers and customers. Having a group that works well together and is able to bring different aspects of the beauty business to the table makes us all stronger."

Recently, Van Nest Company added four new manufacturers to its line card across all three territories. "We are always looking for new brands, and in this day and age, new categories to grow with," says Kevin. "The beauty business is ever-changing, which keeps us on our toes. We are always looking for the new game-changing product line. A company that wants to work fast and have fun is typically a great fit for us."

In fact, having fun is key. "We feel like we never go to work, as we all love what we do,"

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he adds. "The beauty business is fun and colorful and always has been. That's why we all still have the passion for it. At VNC, we have more than 100 years in the beauty industry combined from all different aspects of the business. That distinguishes our rep firm in the industry."

See the VNC team at Booth 33253 at **Cosmoprof North America**. Reach Kevin at 972-247-3330 or kevin@vncsales.com. Visit vncsales.com.

The Kirschner Group, Inc. has a new regional office in Minnesota. It is located at 12701 Whitewater Drive, Suite 180, Minnetonka, MN 55343, just a few miles from the previous location and is home for the sales and marketing management departments, as well as Northeast, Southeast, Southwest and Midwest sales and support. The Kirschner Group's headquarters remain in Valencia, CA. Reach the new office at 800-328-4353. Visit kirschnergroupp.com.



Keune Haircosmetics North America has tapped **Jamezell Ottinger** as its new director



Jamezell
Ottinger

of special markets. In this position, he will identify, cultivate and develop new business relationships with independent regional chain salons, cosmetology schools and key market leader salons; strengthen relationships with key partner salons; develop Keune's National Market Leader Salon expansion plan; create and implement the Keune Concept Salon strategy and build Keune's partnerships with cosmetology schools, including taking the Keune Academy concept national. In addition, he will develop and strengthen Keune's relationships with

leading industry associations, including the **American Association of Cosmetology Schools, the American Board of Certified Haircolorists, the Career Educators Alliance, Intercoiffure North America, the International Salon/Spa Business Network, the Professional Beauty Association** and **Club Intrigue**. He reports directly to **Andrew Biazis**, COO.

Jamezell's multi-faceted career spans 40 years in the beauty industry as a senior sales and marketing executive, salon owner and hair stylist. He has developed creative brand partnerships with both regional and national chain salons, as well as with cosmetology schools, and helped facilitate multiple acquisition and integration efforts.

Most recently, he was a strategic partner with **Arium International, Inc.**, a start-up professional salon brand that grew to a million-dollar salon retail brand during his 20 months with the company. Prior to that, he served as president of sales for **Macadamia Natural Oil**, senior vice president of global sales for **SEDU** professional tools, vice president of international business for **Nioxin International** and vice president of national accounts for **Sebastian International**.

Jamezell earned his B.A. from Georgia State University. He is a licensed hair stylist and co-owns a salon in the Atlanta area. Reach him at jottinger@keune.com. Visit keune.com/na.

The **American Association of Cosmetology Schools** has hired **Adam Nelson** as its new executive director, effective July 1. Adam replaces **Jim Cox**, who is retiring after 17 years in the role.

Adam, who will work from Washington, DC, has more than 20 years of non-profit and corporate experience in developing and executing award-winning public affairs campaigns in diverse industries. The AACCS home office will remain in Scottsdale. For more information, visit beautyschools.org.



Adam Nelson

Chatters Limited Partnership has appointed professional salon industry veteran **Phil**



Phil Horvath

Horvath to its Board of Directors. As a board member, he will participate in quarterly business reviews and setting the direction and strategy for the largest retailer of professional hair products and one of

the largest providers of hair services in Canada.

"Chatters has aggressive growth plans for Canada, and we believe Phil's experience in the hair and beauty sector will greatly help Chatters develop the systems, procedures and policies needed to execute our growth plans successfully," says **Jason J. Volk**, president and CEO.

Phil is a lifelong beauty professional with strategic, leadership, visionary, financial, operational and team-building skills. For the past 17 years, he led the salon division of **Ulta Beauty**, with almost 900 stores/salons in 48 states. Prior to joining Ulta Beauty, he worked for the **Supercuts** division of **Regis Corporation**, after serving as office and field manager. He began his professional beauty career at Denver-based **Calco Hair, Inc.**, with salons in Colorado and Northern California, holding the positions of office and field manager, then vice president, then president.

Finally, Phil served as president (2001 to 2003) of the **International SalonSpa Business Network**, the only professional association focused on driving success for international, national and regional multi-unit salons and spas. Visit chatters.ca.

Barry McCaffrey has joined **Naturopathica** as senior vice president of spa sales. In this new role, he will oversee the Naturopathica wholesale division and will be responsible for sales and marketing strategy, partner relationship management and business development in the spa channel. Barry will lead the Naturopathica sales team in business development, education and training across the Americas.

hair biz

"Naturopathica's authentic, modern approach to wellness is in step with the needs of today's consumer who searches for honest solutions for healing, balance and simplicity in their daily lives," states Barry. "Naturopathica is where clean cosmeceuticals meet healthy ingestibles, where education is the cornerstone of the guest experience. I'm thrilled to bring Naturopathica's stellar products and concepts to market, giving professionals across the nation a powerful wellness edge in the competitive spa arena."

Barry has 25 years of experience in the spa and wellness industries, having previously held senior roles with **Clarisonic, Clarins, Comfort Zone** and **Repêchage**. He earned his BS in Marketing from the Fashion Institute of Technology and is a member of the **International Spa Association**. Visit naturopathica.com.

CND (Creative Nail Design, Inc.) recently announced that legendary Vietnamese-



CND's Jan Arnold (right) welcomes Kieu-Chinh.

American actress, philanthropist and Lifetime Achievement Awards recipient, **Kieu-Chinh**, is the official brand ambassador for new **Creative Play Nail Lacquer**.

The reveal occurred during **I Heart CND**, presented at the **Best Lil' Nail Show in**

Texas on Sunday, April 24.

CND and Houston-based distributor **Nationwide Nail Supply** joined forces with the first annual Best Lil' Nail Show in Texas, a three-day industry event consisting of 28 education workshops and a tradeshow, to host a day of shopping, education and fun for salon owners and nail professionals. In addition to the big announcement, I Heart CND attendees enjoyed an opportunity to meet both Kieu-Chinh and CND Co-founder & Style Director **Jan Arnold**.

Best known for her role in the film, "The

Joy Luck Club," Kieu-Chinh has worked in the motion picture industry for nearly six decades. Following the end of the Vietnam War in 1975, she became a refugee and moved to the United States under the generosity and sponsorship of actress and pioneer of the Vietnamese-American professional nail movement, **Tippi Hedren**, who ultimately helped Kieu-Chinh find success in Hollywood.

Kieu-Chinh has appeared in more than 100 film and television shows, including "M*A*S*H," "Dynasty," "NCIS: Los Angeles" and "Journey From The Fall."

Today, she is president, co-founder and co-chair of the non-profit organization, **Vietnam Children's Fund**. Since its inception in 1993, VCF has built 50 schools in Vietnam that provide education for more than 25,000 students annually.

"CND is the perfect partner for me because of their ongoing commitment to the Vietnamese-American community and the nail industry as a whole," said Kieu-Chinh. "I'm delighted to help spread the word about the exciting new product line. In my industry, I need to change my nail color quickly and easily with every role or event. Whether I want a glamorous look or a playful one, there is a Creative Play Nail Lacquer shade to suit every need!"

Deborah Summa joins the **Kirschner Group, Inc.** as a sales executive covering the



Deborah Summa

Southwest territory, where she will join **Bobby Jones** in servicing customers. Deborah brings with her a wealth of experience in both distribution and manufacturing within the beauty industry. Previously, she has served as territory manager for **DePasquale**

Companies, Goldwell, Phyto and **ABCO Salon Services**, and most recently as national account executive for the **Direct Beauty Express** division of **CosmoProf**.

Reach her at deborah@kirschnergroupp.com. Visit kirschnergroupp.com.

MetriColor LLC was recently issued a patent by the U.S. Patent Office for a disruptive technology invented by **Stephen D'Amico**, master hair stylist and national platform educator from Manhattan Beach, CA.

The manually operated MetriColor technology represents a significant paradigm shift from existing methodologies used to dispense hair color and developer and is positioned to bring significant value and benefits to hair color companies and salons.

In the salon, stylists can generate consistent colors/shades for their clients, due to the precise extraction of quantities of hair dyes offered by the packaging system. Salons can save approximately 25% on hair color costs associated with hair color/developer waste, as the patented system facilitates complete evacuation of hair dye from the package and prevents unwanted degradation of hair dye in the package caused by oxidation. In addition, the system offers an elegant and simple way for hair color/developer containers to be organized and accessed by stylists at the color station.

For hair color manufacturers, the cost of the patented packaging system is significantly less than the current cost of hair dye packaging, thereby offering instant savings. The manufacturer will gain significant market share by opening more salon doors as the distributor of the MetriColor dispensing and packaging system. The carbon footprint associated with the patented packaging system is significantly smaller than that of conventional hair dye packages due to lower amounts of energy being required to manufacture/transport/store the hair dye packages, thereby qualifying manufacturers for lucrative carbon tax credits.

Hair color manufacturers interested in further information can reach **Sal D'Amico**, president, at saldamico@comcast.net.

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News cont. from page 29

Peter Coppola is ready to disrupt the beauty show status quo at **Premiere Orlando** with their Hair Show Half Pipe and salon-ready education at Booth 3755. In addition, you'll have the opportunity to watch runway and platform styling and barbering shows, learn about **Peter Coppola's Diversity Thru Texture** techniques, enter to win one of six custom barber or stylist chairs and meet next-generation stylists who will mentor with the #CoppolaCrew all weekend!

Peter Coppola Beauty believes in giving back by mentoring and motivating the next generation of stylists. To that end, as part of its **InSchoolPro** initiative, 15 cosmetology students from **Sachem High School East** in Farmingville, NY, and **Newfield High School** in Selden, NY, will be paid to experience all facets of beauty from working with models backstage to learning how to sell products at the booth to discovering the nuances of the pro beauty world. Prior to graduation, Peter Coppola's InSchoolPro exposes beauty and wellness students to advanced education, products and tools, so once they embark upon a career path, they have increased their earning potential as novice professionals.

"Any time we have the opportunity to work with the next generation of stylists, we view it as a privilege," explains **Steven Lightfoot**, artistic director and vice president of product development. "We hope to impart the positive aspects of being a stylist and help form the best future for students. I'm looking forward to meeting the newest additions to the #CoppolaCrew." Schools and students are invited to contact education@petercoppola.com for more information.

Headlining the Hair Show Half Pipe daily, Steven will share his Diversity Thru Texture techniques, including the Peter Coppola non-formaldehyde **Smoothing and Refinishing Treatment**, which makes daily styling for women and men faster and easier. The company's simple, versatile Styling Line and Smoothing/Refinishing Treatment work for all hair types, all hair textures, all sexes, all people who want great hair. Peter Coppola's

Education—and culture—take the same approach. In addition, educators—**Ashley Coartney**, Styling Guru, and **Deshonica Kerrie**, Texture Hair Extraordinaire; **Brian Hursen**, PC Groomsman/Master Barber, and **Pope the Barber**, PC Groomsman and Master Barber, will share expert techniques throughout the show.

What about that Half Pipe? "Skateboarding has always been a part of street culture," explains **Tara O'Brien**, vice president of brand development. "It brings all types of people together to celebrate street style. Just like the barbershop, the salon and now, the Premiere Orlando show floor. We invite Premiere Orlando attendees to relax, get comfortable and join us at the Half Pipe to talk hair!" Visit petercoppola.com.



Blonde, gray and silver hair are prone to brassy and yellow tones. In an effort to help eliminate them, **Sudzzfx** introduces **BlondeAmbition Luxury Brightening Shampoo**. (10.1 fl. oz./salon \$11.49). Free of sulfates and hidden sulfates, it is rich in FXulites Complex to help restore healthy hair from the inside out while defending it from daily environmental stresses. ColourFix3 Complex helps provide maximum protection against color loss to ensure ultimate color retention.

Says **J. Aris Koroyan**, founder and CEO, "While BlondeAmbition can be used with most bleach services to help negate yellow and brassy tones, professionals can also use it in between bleach and toner to help increase the effect of the toner. It can also be used to tone highlights, ombré and balayage services, as it won't affect the darker sections."

BlondeAmbition pours out of the bottle an intense dark blue. Once the product lathers and is massaged into hair, the lather turns sky blue, indicating that it is ready to be rinsed out. Use up to twice per week on processed hair and up the three times per week on gray or silver hair. For more information, call 888.SUDZZFX or visit sudzzfx.com.

Raw Curls, a natural and organic hair care range created specifically for textured hair, adds **Wavy Swavy**, a cleanser and conditioner designed for the specific needs of wavy hair. Both are free of silicone, sulfate, alcohol, paraben, wheat and GMO and are not tested on animals.



The **Wavy Swavy Cleanser** (16 oz./SRP \$30.00, 32 oz./SRP \$50.00) is similar to a no-poo, a gentle alternative to shampoo. Its gentle lather, formulated without sulfates, cleanses the hair and scalp, yet leaves hair soft and silky when dried.

The **Wavy Swavy Conditioner** (16 oz./SRP \$30.00, 32 oz./SRP \$50.00) has a medium consistency that delivers conditioning and manageability to hair without weighing it down. It leaves the hair soft and silky smooth, yet provides beautiful curl support, definition and noticeable volume. It can also be used as a leave-in conditioner.

"I saw a void in the market for healthy products to support the wavy-haired client with a looser curl pattern," says **Melanie Nickels**, founder, Raw Hair Organics/Raw Curls. "Their needs are not the same as coiled or tightly curly hair." Contact **Ken Nickels** at 239-322-7896 or ken@rawhairorganics.com. Visit rawhairorganics.com.

Nearly 200 members of the international **Sexy Hair** education and sales team gathered in Southern California for the company's annual **2016 Sexy Hair Team Experience**. Attendees were immersed into the company's culture and provided with hands-on training sessions to fine-tune their professional skills.

On the final day, attendees were challenged to step outside of their comfort zone by dining in the dark. During this activity, they engaged and learned about their environment using only their senses of sound, smell, touch, taste and smell. At a

time when people are bombarded with information, this allowed attendees to “power down” all the visual and technological stimulation and rely on other senses to communicate and engage. Guests dined in total darkness and were served by visually impaired wait staff.

In addition to personal growth training, attendees were introduced to new Sexy Hair products and the **2016 Sexy Hair California Dreamin’** haircut collection, inspired by the sun, surf and fun of the California coast.

The company’s annual Red Party was held at the newly opened **Sexy Hair Santa Monica Academy**, a multi-award-winning education training facility located near the world-renowned Santa Monica Pier. That same evening, several education team members were recognized for their outstanding work with the company.

Sharon Hart received the Award of Excellence. Named as Rising Stars were



Chasity Bogard, Marc Mapile and Amy Robinson. Finally, **Tammy Counterman** was recognized as regional educational manager of the year.

“The hands-on sessions and dynamic group experiences were designed to help empower, educate and inspire educators to think outside of the box,” says **Stephanie Polansky**, director of education. “The result was this profound experience that helped increase their self-confidence in front of a group, expand their knowledge-base and help them map out their career paths with Sexy Hair.” Visit sexyhair.com.



SoCozy introduces **Boing** products for curly-haired kids. **SoCozy Boing Curl Shampoo** (10.5 fl. oz./SRP \$12.95) removes dirt and buildup while reinforcing and preserving curls’ natural moisture

balance. This ultra-hydrating cleanser reduces breakage and improves elasticity. **SoCozy**



Boing Curl Conditioner (10.5 fl. oz./SRP \$12.95) softens and moisturizes even the most dry, unruly curls. It conditions and detangles without weighing curls down to prevent breakage and frizz. **SoCozy**

Boing Curl Gel-Cream (4 fl. oz./\$12.95) is a creamy formula that creates soft, touchable curls. It has the holding properties of a gel for perfectly defined, frizz-free locks. Reach **Cozy Friedman**, founder, at cozy@socozy.com. Visit <https://socozy.com>.



into skin

Babo Botanicals launches three sunscreens with formulations based on non-nano zinc oxide. **Sheer Zinc SPF 30 Continuous Spray**



Sunscreen for extra sensitive skin (6 fl. oz./SRP \$22.00) is a fragrance-free, hypo allergenic lightweight spray that offers 80 minutes of water/sweat resistance. **Super Shield SPF 50**

Sport Stick (6 fl. oz./SRP \$15.95) is a fragrance-free, non-nano zinc, non-greasy, 100% natural sunscreen fortified with organic

shea butter, avocado and jojoba oils. It offers 80 minutes of water/sweat resistance. **Nutri-Soothe SPF 15 Lip Treatment** (.15 oz./SRP: \$9.95) softens, protects, heals and smoothes lips. It features 70+% certified organic shea butter, cocoa seed butter, avocado and jojoba oils. They’re available at **SalonCentric** stores. Reach **Kate Solomon**, founder, at kate@babobotanicals.com. Visit babobotanicals.com.

nail biz

Renee Albera launches **YouVeeShield**, the first disposable skin protector for hands and feet to block 99.9% of UV light emitted from UV/LED nail lamps during the curing of gel polish. Unlike most protective gloves found in nail salons to protect the skin, YouVeeShield protectors have FDA-approved ingredients that block the rays, protecting skin from unnecessary exposure, which can lead to premature aging, wrinkles and sunspots. Reach **Renee Albera**, founder/CEO, at renee@youveeshield.com. Visit youveeshield.com.



charity

As a part of **2nd Street Beauty’s Beauty for Life** initiative, a portion of all sales in-store and online totaling \$25,000 were donated to the USC Norris Comprehensive Cancer Center for Breast Cancer Research.

The official check presentation took place at 2nd Street Beauty’s Flagship store in Belmont Shore, CA. The owners of 2nd Street Beauty, **Richard and Arlene Freeman**, plus **Carmy Peters** and **Lauren Yoshida** from the USC Norris Comprehensive Cancer Center, participated (above). Reach **Maria Elena Malovos**, marketing and events, at maria_elena@2ndstbeauty.com.





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The Beauty Industry Report A MONTHLY NEWSLETTER FOR EXECUTIVES IN THE PROFESSIONAL BEAUTY BIZ

Flashback to Don Johnson—Miami is the Most Facial Hair Friendly City in America, says an annual study by **Wahl**, which refers to itself as the Official Sponsor of Facial Hair. Rounding out the top 5 were Washington D.C., last year's winner; Dallas; Atlanta and Austin, TX. Visit OfficialSponsorOfFacialHair.com.

Beauty Industry Market Access Lunch & Learn Sessions start June 3. Topics/dates include June 3—Developing Brand Equity Through Legal Protection, June 10—Build the Right Product at the Right Price for Success, June 17—Navigating the Digital Beauty World and June 24—International Trade Mission Success.

Programs take place at The Wellness & Beauty Learning Center in Torrance, CA. Tickets cost \$100.00. Sponsors include **Universal Companies, American Made Beauty, Performance Branding Services, Kovner Companies** and the **California Trade Alliance**.

Reach **Patty Schmucker** at 310-802-7880, info@beautyindustryprogram.com or beautyindustryprogram.com.

last minute blasts

Congratulations to the six semi-finalists in the **Beauty Pitch 2016** competition. In the **Startup Business Category**, semi-finalists include **Alexandria Professional, The Brush Guard, FlipIt! Cap Company, Hey Honey, pur-lisse beauty, LLC** and **Sunlights Balayage**.

Established Businesses scoring semi-finalist nods include **Dafni, Jenu High Tech Beauty, P3Pure, Peter Lamas, Vanity Girl Hollywood** and **Whish**.

Three companies from each category will be named as finalists on Wednesday, June 8. They will advance to the live Beauty Pitch competition on Saturday, July 23, which kicks off **PBA Beauty Week/Cosmoprof North America** during **Inspire**. For Beauty Pitch 2016 and Inspire registration details, visit probeauty.org/beautyweek. Tickets can be purchased separately for each event.



Farouk Shami welcomes Miss USA Olivia Jordan to his headquarters in Houston.

Olivia Jordan, the reigning **Miss USA**, recently stopped by **Farouk Systems** in Houston for a guided tour of the company's offices, warehouse

facilities and the **CHI Lone Star College—North Harris School of Cosmetology** by none other than CEO/Founder **Farouk Shami**! Farouk Systems Inc. has sponsored the Miss USA, Miss Teen USA and Miss Universe pageants for the past 11 years and provides contestants for all three pageants with the company's top hairstylists, along with **CHI** and **Miss Universe** products and tools. During Olivia's visit, Fox News interviewed her and Farouk: <https://m.youtube.com/watch?v=IDDBfbxh-Xc&feature=youtu.be> Visit farouk.com.

Cosmoprof North America has announced an expanded collaboration with EVINE Live, an omnichannel retail experience (evine.com) offering unique brands and products to customers nationwide. Returning for the fourth year in a row, EVINE Live will hold onsite auditions alongside two other major shopping channels as part of the **CPNA TV Shopping Auditions**. Like the exhibitors who found remarkable success last year—**100% Pure, Spoolies, Salon in a Bottle** and **EcoTan**—2016 attendees will have the opportunity to meet key EVINE Live merchants. Throughout the 3-day event on the show floor, they will introduce their brands to buyers and learn how to work with this unique retailer.

Anyone looking to understand more about what it takes to work with EVINE Live can attend a free 30-minute conference session on July 26.

CPNA will take place July 24-26, 2016 at the Mandalay Bay Convention Center in Las Vegas. For information, registration and updates, visit cosmoprofnorthamerica.com.

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