

bir

THE BEAUTY INDUSTRY REPORT

guest
columnist

Safety is everyone's responsibility

By Marcia Teixeira

A MONTHLY NEWSLETTER FOR EXECUTIVES IN THE PROFESSIONAL BEAUTY BIZ

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

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by Mike Nave

EDITOR



From New Jersey to Vancouver, **Beauty Industry Report (BIR)** has been on the road to bring our readers extensive show coverage

from the **NEBRA** event to the Canadian **Allied Beauty Association (ABA)** show in Vancouver. While at the ABA, **BIR** interviewed **Ro Lal**, who with his partner **Eileen Jevning**, operates **West Coast Beauty**, a Canadian distributorship that serves salon professionals throughout British Columbia.

Also in this issue, **Thierry Darche, KD Research** president, shares about his company's new **SunPure Beauty** hair straightening and smoothing treatment. On the subject of hair straightening, **BIR** interviews the members of the new **Professional Keratin Smoothing Council**. Sadly, we report the passing of salon industry icon **Leo Passage**.

Regards,

As a licensed cosmetologist, salon professional and the manufacturer of a line of products bearing my name, the **Marcia Teixeira Brazilian Keratin Treatment**, I find few areas of professional responsibility more important than being confident in the safety of my products and knowing that the information my company provides to our clients is truthful and based on fact.

When I read last month's guest column, I was taken aback by a general statement indicating that manufacturers of any product that produces formaldehyde vapor have no regard for stylists' safety and will continue to sell products for a short-term profit regardless of any potential health risks. The column also stated that the Occupational Safety and Health Administration (OSHA) and the Food & Drug Administration (FDA) have determined that "the products" produce a "high rate of carcinogenic fumes." The fact is that most products recently tested by OSHA have been found to produce levels of formaldehyde vapor well below the recommended permissible exposure limit. My brand, as well as others, meets OSHA standards for safety. There are those of us who do not misrepresent our products by making false claims or withholding information and go to great lengths to ensure the safety of our products.

While manufacturers have a responsibility to salon professionals and consumers to make them aware of potential health risks and to take the steps necessary to ensure products are safe, we have an equally important responsibility to base our communications on facts. My company, along with others, has ushered in an era of truth inspired innovation. We appeal to all who

guest columnist

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have a voice on this topic to participate in constructive communication to find solutions.

Product manufacturers must offer comprehensive education and detailed information as to the proper use of their products. Stylists must hold companies accountable by demanding full disclosure of ingredients and OSHA compliant Material Safety Data Sheets. Stylists and salon owners are in the driver's seat with the power to choose the products they will use. They have the option to refuse to use products manufactured by companies that do not offer adequate education, fail to disclose their ingredients and do not offer laboratory data to support the safety of their products. The keratin smoothing treatment category is consumer driven and salons will continue to provide these services because clients will continue to ask for them. Salon owners and stylists can force manufacturers to step up.

Safety is a necessity for all professional salon services, not just keratin smoothing treatments, and is everyone's responsibility—from manufacturers to distributors, to sales consultants and educators, to salon professionals, all the way to consumers.

Marcia Teixeira, a licensed cosmetologist,



is the president and owner of M & M International, Inc., the parent company of her namesake Brazilian Keratin Treatment product line. Reach her at 561-272-8443 or marcia@braziliankeratin.com. Visit www.braziliankeratin.com.

BIR invites you to become a Guest Columnist. Send your thoughts in about 450 words, including a one-paragraph author bio, to mike@bironline.com in an MSWord document. We will edit your column for style and space.

watch list

Shauky Gulamani launches **InGlam, Inc.**, a professional-only hair care manufacturer. The company's products will include styling tools, styling accessories and several wet lines under brand names **GEM (Glamour-Energy-Magic)** and **Modern Textures**. Reach **Janice McCafferty** at 773-736-9034 or janice@janicemccaffertypr.com. Visit www.inglam.com.

MORE UPDATES ON KERATIN TREATMENTS

The controversies and concerns surrounding the keratin smoothing category continue.

- In conjunction with the recent debate surrounding keratin hair straightening products, 10 members of Congress sent a letter to the Food & Drug Administration (FDA) expressing their concern and asking the agency to take immediate action to protect workers and consumers. In April, the federal Occupational Safety and Health Administration (OSHA) issued a hazard alert, warning that formaldehyde-containing hair straightening products can cause serious health problems, including increased risk of cancer. (www.cosmeticsdesign.com/content/search?SearchText=formaldehyde&FromNews; www.cosmeticsdesign.com/content/search?SearchText=cancer&FromNews).

Across the country, hair salon workers and customers have complained of acute reactions, such as hair loss, nose bleeds and breathing problems. "This is a dramatic example of why we urgently need to close the gaping holes in the out-dated federal law that allows hazardous chemicals in cosmetics products," said **Jan Schakowsky**, Illinois congressional representative, who signed the letter. "That's why I'm planning to re-introduce the Safe Cosmetics Act, legislation that will ensure that cosmetics do not contain harmful ingredients."

- Last month, the **National Academy of Sciences** released its report confirming the **Environmental Protection Agency's (EPA's)** determination that formaldehyde causes

cancer in humans. "Workers and consumers have the right to know the risks of these products and how to protect themselves," said **Lisa Archer**, director of the Campaign for Safe Cosmetics at the Breast Cancer Fund.

- **The Independent Cosmetic Manufacturers & Distributors (ICMAD)** issued a statement that it joins the **Personal Care Products Council**, the FDA, OSHA and consumer groups that support a safety review by the **Independent Expert Cosmetic Ingredient Review Panel (CIR)** of the use of formaldehyde/methylene glycol in professional hair straightening products. The CIR reaffirmed its earlier finding regarding safe levels of use of these ingredients in cosmetic products at concentrations of 0.2% or less. Additionally, CIR noted that use of these ingredients in hair straightening products with the application of heat could release formaldehyde gas—an irritant and sensitizer.

"We support the work of OSHA, its state counterparts in ensuring compliance with worker safety and hazard communication rules and the work of the FDA in ensuring that the safety of these products is substantiated and the labeling is compliant," said the ICMAD statement. Reach **Penni Jones**, ICMAD executive director, at 847-991-4499 or pjones@icmad.org. Visit www.icmad.org.

- **Larry Solomon**, co-chair of the **Professional Keratin Smoothing Council (PKSC)**, responded for the council, stating, "Member companies of the PKSC are working closely with OSHA, FDA, CIR and other regulatory agencies to provide all required information, and to go beyond minimum regulatory requirements to protect the safety of salon professionals and consumers in the use of our products. These approaches include the use of proper application and user education, salon safety training, as well as appropriate salon ventilation. We are also developing clear information for use by these regulatory bodies that will ensure that accurate and appropriate testing methods are used to evaluate all cosmetic products, resulting in safe use of our products."

"We believe that when the CIR takes an objective, scientific look at the ample data that has been compiled, considers older methods of analysis as compared to those

trends

newly available, while addressing terms used to define ingredients in cosmetics, they will come to the conclusion that keratin smoothing products can be used safely and that alleged health risks are actually due to sensory irritation, which can be eliminated through the proper application techniques and use of proper ventilation.

“There is an overwhelming amount of inaccurate information in large part due to analytical testing methods that artificially alter the products in a way that would never occur under normal conditions of use and therefore do not present useful information for determining their safety. Typical methods of analysis cause the creation of formaldehyde that normally would not exist in the product, resulting in inflated, inaccurate measurements of formaldehyde detected. Complicating the matter further are inaccurate terms used to define ingredients by existing state and federal regulations. These regulations and related guidance and/or standards often incorrectly refer to formalin, methylene glycol, paraformaldehyde, trioxane, timonac acid and a wide range of cosmetic preservatives and other substances as ‘formaldehyde’ simply because they may, under these extreme testing conditions, release varying trace levels of formaldehyde.

“Our hope is that the CIR will objectively consider all available information and establish up-to-date and scientifically accurate standards on which to base its recommendations.” Reach Larry at 888-409-4445 or lsjoy@aol.com.

• **BIR** attended the May 25 press conference hosted by the founding members of the **PKSC—Cadiveu USA, Keratin Complex, Marcia Teixeira, Aerovex Systems** and **SalonTech**. (Read more about **PKSC** on pages 6-7.) The purpose of the event was to address concerns about product safety. Toxicologist **Robert H. Golden**, a PKSC paid consultant, answered questions from the press about issues that have arisen in regard to ingredients in keratin smoothing products, particularly methylene glycol, which can release traces of

formaldehyde gas when heated. Robert explained that the method of testing used by government agencies to evaluate the amount of formaldehyde gas the products contain distorts the product in a way that would never happen in a salon environment.

“The tests are unrealistic and conducted under artificial conditions. They’re done using a closed vessel, where the product is heated above 700 degrees, which is much higher than the heat generated by any flat iron. They’ve also changed the pH of the product, which would not happen in a salon setting,” he said. “When these products are used under real world conditions, the emissions are well below what would be of concern.” He added that while formaldehyde can irritate eyes, nose and throat, it cannot enter the bloodstream if inhaled.

Added Attorney **Edward Quevedo**, who represents the council, “There are legitimate concerns about formaldehyde, but products from members of the council have lower exposure levels than the actionable levels established by the FDA and OSHA,” Recently, the council submitted information about its products to the CIR Panel, which is scheduled to issue a report to the FDA in June. We have submitted a significant report documenting how the current tests are not providing accurate information and want this information to be considered before a final recommendation is made to the FDA. We are encouraging them to postpone their findings until September after they’ve reviewed the information we’ve provided.”

Edward added, “We are confident that because of the margin of safety built into the products of the council members, there is no harm to the stylist or the consumer if the products are used correctly.”

Reach **Patty Schmucker** at 310-802-7880 or pvs@performancebrand.com, and visit www.pksc.org for a membership application.

• As **BIR** went to press, the U.S. Department of Health and Human Services released its updated report on human carcinogens, which included formaldehyde.

The controversy is far from over. Stay tuned.

The Professional Beauty Association (PBA)

released the results of its semi-annual Market Shipment Study of the professional hair product category. The 2010 year-end study reports that overall, the hair care market experienced positive year-over-year growth of 2.35% from 2009 to 2010. That growth is based on total hair care product shipments of \$1.9 billion. PBA’s Market Shipment Study is based on an anonymous survey tabulated by an independent firm and includes the results from some of the largest professional hair care manufacturers in the world. Not only are the results from the year-end 2010 PBA Market Shipment Study a positive for the beauty industry, they are further proof of an economic rebound and a return of consumer confidence. Visit www.probeauty.org/research. Reach **Myra Irizarry**, manager government affairs, at 800-468-2274, ext. 3451, or myra@probeauty.org. Visit www.probeauty.org.

According to a recent survey, U.S. women are more willing to sacrifice luxuries, such as chocolate, coffee and even sex, for a week rather than give up their favorite beauty product. The study, of more than 1,300 women, conducted by L’Bel USA, also found that women are more likely to let airline security take a pair of beloved shoes and jeans rather than give up their favorite skin care or makeup items. “Women not only want beauty products that make them feel radiant inside and out, but products that are customized for their skin and lifestyle,” says **John Krites**, L’Bel USA’s beauty expert. The study also found that 76% of women report that they carry a makeup/skin care related product in their purse regularly, with lipstick/lip gloss (63%) topping the list of beauty-related items. For more findings, reach L’Bel USA at 800-992-5235. Visit www.lbelusa.com.

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Professional Consultants & Resources, the U.S. salon industry's leading strategic consulting, market intelligence and research data company, has released the **2010 Professional Salon Industry Appliances Market Study**. The study covers major trends and influences on the market, as well as growth projections and upcoming market needs, while cataloging and projecting leading salon industry store stocking by brand and manufacturer. Trade advertising data for appliances and shears is reported in greater depth along with an analysis of promotions. A special section reveals market shares for top companies and names more than 129 North American brands.

The study reveals overall growth of salon appliances at 6.5%—50% greater than the overall salon industry's growth rate of 4.4 % for the same time. New product features, higher premium prices and trendy new appliances supported growth.

Salon appliances continued to be the leading growth category for the fifth straight year. As a result, leading soft goods companies have entered the hard goods category.

The study identifies key findings and growth drivers that impacted appliance sales. For example, a major struggle for industry domination and leadership continues. Erosion occurred with major brands, as new entrants increased their market share and captive store brands gained in importance.

The Top 10 professional salon appliance companies by dollar volume are **1. Helen of Troy** (all brands, including **Belson, Gold n' Hot, Hot Tools, Revlon, Vidal Sassoon, Wigo**); **2. Conair** (all brands combined, including **BaByliss, Conair Pro, Jilbere, Plimatic, Rusk, Forfex**); **3. Farouk Systems (CHI)**; **4. Bio Ionic**; **5. John Paul Mitchel Systems**; **6. Cricket**; **7. GHD**; **8. HAI Elite**; **9. FHI Heat**; and **10. T-3 Micro**. For the second year, Helen of Troy, the market leader, and Conair were negatively impacted by a mature product mix, economic conditions and trends to captive store labels.

Other findings;

- Premium and private label brands were affected by major distribution changes and direct sales.

- Salon-only appliances grew 6.7%, but the pro beauty gray market posted lower growth at 5.9%.

- An important growth factor of the appliance market was the continuing trend in home hair maintenance, the popularity of straightening and conditioning, ionic dryers, plus the resurgence of curly looks.

- Curling and flat irons grew at 8.7%, blow dryers grew 8.1% and clippers/trimmers 1.0%.

- Booth rental salons continued their growth and propelled sales for open-line appliances at **Sally Beauty**.

- Continuing gray-market diversion accounted for 26.6% of sales, with exclusive salon appliance lines, now available at major drug chains, **Sephora, Target, Bed Bath & Beyond** and other retail stores. **Farouk**, which ranks third with its **CHI** brand (now in **Beauty Systems Group** distribution), was heavily diverted.

The report identifies significant changes at **Bio Ionic, Paul Mitchell, Cricket, GHD, FHI Heat, HAI Elite** and **T-3. Wahl, Andis, Oster** and **Forfex**, the market leaders in the clipper/trimmer category, are reviewed in depth. Shears, a must-have category in every salon, are now reported in the study.

Reach **Cyrus Bulsara**, president, at cbulsara@augustmail.com or visit www.proconsultants.us.



David Trocker joins **HairUWear** as chief marketing officer. David's wealth of corporate beauty experience features a history of creating beauty leaders and a passion for hair care. As former vice president of marketing for **OPI Products, Inc.**, David spent the past decade driving growth and expansion, culminating in the sale of OPI to **Coty Inc.** During his tenure, he helped secure groundbreaking partnerships

for OPI with global brands, such as **The Walt Disney Company, DreamWorks Animation SKG** and **Sony**, as well as with celebrities, such as **Katy Perry** and **Serena Williams**. Prior to OPI, he spent 15 years in hair care with **Matrix, The Alberto Culver Company** and **Joico**. Reach David at 877-861-9107 or david.trocker@hairuwear.com. Visit www.hairuwear.com.

Ralph Morgan retires from **The Kirschner Group**, which he joined in 1998, managing the Midwest territory of Iowa, Kansas, Minnesota, Missouri and Nebraska. Prior to joining The Kirschner Group, Ralph was a member of **The Perlman Group** for 15 years, and before that, he spent two years with **Sales Innovators**. Ralph and his wife, **JoAnn**, will continue to reside in Overland Park, KS. Reach **Harlan Kirschner**, president, at 800-527-8645 or harlan@kirschnergrou.com.

The **Burmax Company** names **Jay Ohlrich** as its Midwest/Southwest regional sales manager. Jay has more than 30 years in key sales positions at **Proctor & Gamble, Greg Dawson & Associates, Jinny Corp., Alberto Culver, The Paul Lande Co.**, and most recently, **Jay Halaby & Associates**. During his tenure at The Paul Lande Co., Burmax awarded Jay the Sales Rep of the Year award. Reach **Steve Scheff**, vice president, at 800-645-5118 or s.scheff@burmax.com. Visit www.burmax.com.

Darlene L. Howe has been promoted to assistant vice president of U.S. integrated communications for **Redken/Pureology**. She will continue to manage both brands' media relations, advertising and event/chain marketing, with the expanding responsibility of managing all interactive and mobile efforts for both brands. **Corrie Turner** has been promoted to director of U.S. integrated communications for Redken/Pureology. She will oversee all trade communications, including advertising, public relations, trade show marketing and industry brand events. Reach Corrie at 212-984-4360 or cturner@redken.com.

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The Multicultural Report by Lafayette Jones

Many product marketers are seeking information centered on hair loss to develop new brands, line extensions and stylist techniques. A national study on why black women are balding is offering new data to support those efforts. Determined to find answers, Cleveland Clinic doctors are taking part. Alopecia is the complete or partial loss of hair. Central Centrifugal Cicatricle Alopecia (CCC Alopecia) is the most common type of scarring alopecia found in African-American women that usually begins at the central scalp, gets increasingly worse and is ultimately permanent. Early research indicates that an estimated 15 to 19% percent of all African-American women have a history of hair loss, and more than half (51% percent) are concerned with thinning hair/hair loss.

There are more than 36.6 million African-American women in the United States. Although CCC Alopecia affects so many women of color, little research exists on the disease and its causes, and no effective treatments have been identified. While various hair grooming techniques such as the use of hot combs and chemical relaxers, have been blamed for this condition, the link has never been proven. Women living with alopecia use comb-over techniques, hair weaves and wigs to disguise the problem. Few seek treatment or admit to their partners or close friends and family that they suffer from hair loss.

“Some stylists even cover up hair loss patches without talking to their clients about it,” says **Tippi Shorter**, celebrity hair stylist and **Pantene Relaxed & Natural** spokesperson. “There is so much education still needed at the salon level to help stylists better identify early signs of alopecia, understand what really causes it and have productive conversations with clients about how they can seek treatment.” Despite myths to the contrary, there’s no definitive evidence that CCC Alopecia is a result of any one thing, like over styling, repeated processing, stress, excess heat, tight braids or cotton scarves. For more information, visit www.clevelandclinic.org.

Hair maintenance products are critical to the success of multicultural stylists and

consumers alike. Here’s a rundown:

Royal Crown Hair Dressing soothes split ends, adds shine and improves texture and manageability (8 ounces /\$5.49 SRP). Contact **Mildred B. Long**, president of **J. Strickland Company**, manufacturer of Royal Crown, at 662-890-2306. Visit www.hairproducts.com.

VO5 Hot Moisturizing Treatment consists of five vitamin enriched formulas. It leaves hair looking strong, healthy and vitally alive (application/\$4.99 SRP). Reach **Dan Stone**, vice president of corporate communications for **Alberto-Culver**, manufacturer of VO5, at 708-450-3000. Visit www.vo5.com.

Ultra Sheen Men Lite Crème Moisturizer revitalizes and softens dry or brittle hair with moisturizing shea butter (6 ounces/ \$3.99 SRP). Visit www.johnsonproducts.com.

Soft N Beautiful Botanicals Oil Sheen adds shine and softness to hair without weighing it down or drying it out (6 ounces/\$2.69 SRP). Contact **Dan Stone**, vice president of Alberto-Culver, at 708-450-3000. Visit www.softandbeautiful.com.

Care Free Curl Conditioning Shampoo is formulated for today’s dry curl style to help prevent hair breakage while providing moisture control (8 ounces/\$3.99 SRP). Visit www.softsheen-carson.com.

Profectiv Mega Growth Anti-Breakage Strengtheners protects, restores, repairs and rebuilds hair for healthier hair growth (8 ounces/\$3.99 SRP). Visit www.strengthofnature.com.

Perfect Results Triple Silk Moisturizing Shampoo cleanses both hair and scalp, infusing conditioning agents that moisturize and soften the hair (8 ounces/\$5.99 SRP). Visit www.perfect-results.com.

Thermal Radiance Damage Control Leave in Conditioner features heat activated ingredients in its silky foam that protect and detangle the hair (7 ounces/\$5.95 SRP). Visit www.houseofcheatham.com.

Smooth N’ Shine Polishing Silk Style Foaming Wrap Lotion quick drying formula protects against damage from heated styling tools (8.5 ounces/\$3.29 SRP). Visit www.folica.com.

Johnson Publishing Company CEO **Desiree Rogers** named award-winning journalist, editorial consultant and best-selling author, **Mitzi Miller** as editor-in-chief of **JET** magazine. JET claims a readership of more than 8 million. Mitzi has been an editorial consultant for **Juicy** and **Jet** magazines and a contributor to various magazines. JET provides important information to stylists and their clients, including a recent article called, “Hair model follows famous footsteps,” featuring **Bria Murphy**, an aspiring actress and model who has become **Dark and Lovely’s** brand top model. Bria is daughter of actor **Eddie Murphy** and model **Nicole Murphy**. The brand is produced by **Soft-Sheen Carson**. Visit www.johnsonpublishing.com or call 312-322-9200.

There is more information emerging about the importance of the black beauty industry, including **Beauty Shop Politics: African American Women’s Activism in the Beauty Industry (Women in American History)** by **Tiffany M. Gill** of the University of Illinois. The report shows how black beauticians in the Jim Crow era parlayed their economic independence and access to community space into platforms for activism. Tiffany argues that the beauty industry played a crucial role in the creation of the modern black female identity, and it stimulated social, political and economic change. Visit www.press.uillinois.edu.

Johnson Products has signed **NBA’s New York Knicks Carmelo Anthony** as spokesman for its new men’s line. The company entered the men’s grooming arena with the fall 2010 launch of **Ultra Sheen Men**. Carmelo is a part of the company’s strategic plan to regain its prominent global market share. It will feature Carmelo in advertising and promotional campaigns. Visit www.johnsonproducts.com.

Lafayette Jones is CEO of SMSi-Urban Call Marketing, a promotion and marketing

company, and publisher of Urban Call custom publications. Contact him with your multicultural news at 336-759-7477 or president@smsi-net.com. To learn more, visit www.smsiurbanmarketing.com.



Keratin Council helps the industry stay informed

The keratin smoothing treatment category has experienced explosive growth over the past several years and made its mark on the professional beauty industry in a big way. As reported by *Beauty Industry Report (BIR)* in March, a number of the top companies in the category, such as **Cadiveu, Keratin Complex, Marcia Teixeira, SalonTech** and **Aerovex Systems**, have joined forces to form the **Professional Keratin Smoothing Council (PKSC)** to advocate for this expanding segment of the industry. **BIR** recently had the opportunity to chat with the founding members to learn about their plans to safeguard one of the most lucrative opportunities to hit the professional beauty industry in decades.

BIR: Please give BIR's readers a brief history of the keratin smoothing category and why it is a runaway growth segment in our industry today.

Larry Solomon, Keratin Complex president; co-chair PKSC (LS): The category has been evolving for about five years, providing consumers with new ways to repair damaged hair while leaving it soft, shiny and frizz-free for several months. The products smooth the hair with ingredients that do not alter the bonds of the hair structure. The results are temporary and slowly wear off over a period of time, which varies by hair texture and choice of product. We believe this category of products is a perfect solution for all hair textures. Consumers around the world are paying as much as \$600.00 for this high demand service, which can be performed in two hours or less. In these tough economic times, this service has created a new revenue stream for salon professionals, who report that keratin hair smoothing has helped them keep their doors open.

BIR: What is the cause of the controversy surrounding keratin smoothing treatments?

Marcelo Teixeira, M & M International, Marcia Teixeira, CEO; co-chair PKSC (MT):



Several manufacturers and salon professionals played a role in the creation and perpetuation of the controversy by making claims that their products are “formaldehyde free,” while the majority of them contain an ingredient that produces small traces of formaldehyde gas. It can be confusing because formaldehyde is a dry gas, which cannot physically be an ingredient in a cosmetic product. However, formaldehyde is an unavoidable trace by-product of ingredients in many of these products. These trace levels have been shown to be well below the Occupational Safety and Health Administration’s (OSHA’s) permissible exposure levels. While these products do not contain formaldehyde as an ingredient, saying that they are “formaldehyde free” is untrue and misleading because when heated, they do produce very small amounts of formaldehyde gas. As demand for the services grew, salon professionals began performing a higher and higher volume of treatments without recognizing the need to take appropriate preventive measures—specifically paying attention to proper application and appropriate ventilation to prevent over exposure to formaldehyde. In addition, the education provided to them by some manufacturers was either inadequate or not provided at all.

The category as a whole came under the scrutiny of Oregon OSHA when it received reports of adverse throat, nose and eye reactions, resulting from frequent use of one particular brand, which was one of those claiming to be “formaldehyde free.” Oregon OSHA reported that this brand, along with several others “contained” levels of formaldehyde higher than the companies disclosed, but even then, exposure levels were nearly 10 times

lower than the maximum allowable OSHA levels. The controversy has since expanded to OSHA at the federal level, along with the Cosmetic Ingredient Review Panel (CIR), FDA and the Environmental Working Group.

BIR: What would BIR's readers be surprised to learn about the controversy surrounding this category of products?

Claudia Ancantara, Cadiveu Brazil president; founding member, PKSC (CA): Regulatory agencies in the United States and around the world continue to use what we believe are antiquated and highly inaccurate methods to measure the level of formaldehyde not only in cosmetics, but in other areas, including scientific research. The lack of standardization has contributed to a wide scale skewing of results. As a result, salon professionals and consumers are receiving information that is inaccurate, inflammatory and destructive to our industry. Most manufacturers marketing products in this category are committed to providing safe products. The PKSC was formed to ensure full disclosure of ingredients, Material Safety Data Sheets (MSDS) compliance and the education of salon professionals on safe and proper use of these products. While consumer watch

groups and the press often make claims of irresponsible and unsafe practices by manufacturers in the personal care products industry, this Council is calling for regulations and standards that surpass government requirements.

BIR: What is the Council doing to keep this business healthy and growing?

Robert Kim, SalonTech, president; founding member, PKSC: We have hired one of the country’s leading environmental law

firms with a history of advocacy for consumer safety. We’ve also engaged the services of a world-class environmental laboratory to help establish methods for gathering, evaluating and



From left: Edward Quevedo, Paladin Law Group; Jeff Cardarella, Aerovex Systems; Larry Solomon, Keratin Complex; Lilly Balasanyan, Cadiveu USA; Marcelo Teixeira, Marcia Teixeira; Dr. Robert Golden, toxicologist; Tom Bell, Cadiveu USA. Founding member, SalonTech, is not pictured.

interpreting test results. This decision, which requires considerable resources, demonstrates our commitment to establishing new standards for how products are evaluated in this market. We have also launched www.pksc.org, a website for consumers and professionals, which will provide up-to-date, accurate and fact-based information about the category. This site will be a portal for all things related to keratin hair smoothing services and products. Salon professionals and consumers should have accurate information to make informed decisions about the use of products in this category. Our environmental testing will assist the Council in developing standards to ensure that the proper information reaches stylists and their clients. It will also prevent well intentioned advocacy groups from using unreliable and improperly developed data to create fear. We have opened the membership of the Council to every level of the professional beauty industry. This is our opportunity to stand up and confirm that salon professionals make educated decisions when choosing products and following manufacturers' instructions. The lab that we have hired will test products from member companies and those submitted by non-member companies that are willing to cover the cost for testing, adhere to the standards and have the results posted on our site.

BIR: What type of education do you provide?

Lilly Balasanyan, Cadiveu USA president; founding member, PKSC: The PKSC website will feature landing pages for each company in the Council. Each page will provide complete disclosure of ingredients and proper application instructions. That will be a big step in centralizing data for easy access. Over the next year, our members will launch a national certification program for salon professionals on all issues related to performing these services. Certification through the Council will lead to a national recognition program that allows consumers to find certified professionals in their local markets with the most advanced tools, processes and systems for safety.

BIR: What do BIR's readers need to know about OSHA's warning about this category?

Jeff Cardarella, Aerovex Systems president; founding member, PKSC: OSHA's testing shows that some of these products can

“The Council was formed to ensure full disclosure of ingredients, MSDS compliance and the education of salon professionals on safe and proper use of these products.”

create irritating levels of formaldehyde during performance of smoothing services. This should tell every stylist that it is important to understand and follow all manufacturers' instructions for safe use and proper handling in order to help minimize exposure to formaldehyde, as well as the many gases, vapors and dusts found in salons. The Council recommends that all salons evaluate the efficiency of their ventilation systems. Some salons lack proper ventilation as needed to ensure safety for the full range of chemical services offered, including color, bleach,

artificial nail services and hair removal. New technologies have been developed that are highly effective for improving salon air quality. This is an often overlooked tool that all salons need in order to protect workers and clients. OSHA's recent warning should be a wake-up call for our industry. Salons must begin to consider ventilation as an important tool. The Council website will provide resources to help salon professionals stay informed and not only meet, but exceed OSHA requirements for safety.

BIR: What type of companies can join the Council and why should they join?

LS: We invite all manufacturers making products in the keratin hair smoothing category to join, regardless of their ingredients. This is a lucrative opportunity for our industry, and we encourage our colleagues to work with us to build something great for our industry and consumers who want the benefits of these services. We have created membership categories for manufacturers, trade show organizers, media, associations, industry organizations, cosmetology schools, distributors, salons, stylists, students and consumers. Salon professionals and consumers are invited to join as non-paid supporters, communicate their experiences and have a neutral place to ask questions. We ask people to join the Council to help us raise the standardization in gathering data, testing and assessing test results, so we can all make informed decisions about safety. We all want our businesses to prosper and to help our clients feel beautiful, but only if we can ensure that it is done in a safe manner.

BIR: What is your vision for the category?

MT: This category has given the industry a shot in the arm in terms of revenue and brought consumers back into the salon. The Council seeks to connect with the hearts, minds and hands of salon professionals and business leaders to offer consumers unparalleled quality in service, products and safety. With a commitment to corporate responsibility, we will grow our community to bring clear, accurate and scientifically rigorous information to the public in order to enhance the quality of life for salon professionals.

To learn more, reach **Luz Abril** at 310-802-7880 or info@pksc.org. Visit www.pksc.org.

West Coast Beauty Supply extends its reach in BC

During a recent trip to Vancouver to report from the **Allied Beauty Association's** trade show, **Beauty Industry Report (BIR)** had the opportunity to interview **Ro Lal**, sales director and co-owner, and his partner, **Eileen Jevning**, of **West Coast Beauty Supply**, a distributor covering the British Columbia salon market, to learn more about what has led to the company's continuous growth. (Note: West Coast Beauty Supply is no relation to West Coast Beauty Systems, the California-based mega distribution company that's now part of Beauty Systems Group.)

BIR: Welcome, Ro and Eileen. Please give BIR's readers an overview of your company.

Ro Lal (RL): West Coast Beauty is a family-owned Canadian company that has served licensed hairdressers and estheticians throughout British Columbia for more than 25 years. We strive to bring the best and most innovative products to our customers. Our company is educationally driven and has an extensive education program offering a wide range of classes that enhance every aspect of the business of beauty. Our team of 48 includes 18 full-time district sales consultants plus our personnel for six stores.

BIR: How has West Coast Beauty become one of the dominant professional beauty distributors in British Columbia?

RL: West Coast Beauty was started 30 years ago by **John Rafferty** with just one product line—**Joico**. Eileen and I purchased the company from John in 1997. Over the years, we have added a number of innovative product lines, including **Lakme, ISO, Davines, Kevin Murphy, Moroccanoil, SpaRituals** and, recently, **Minardi Color Care**, to our menu. These lines really appeal to the young and upcoming stylists, as well as to consumers. We have aligned ourselves with the top salons in British Columbia and are always looking for ways to help our clients grow their businesses, which, in turn, will grow ours.

BIR: How do you and your partner, Eileen, divide responsibilities in running the organization?

RL: We agreed when we purchased the company to stick to what we do best. To that end, I continue to be on the road with my sales team, and Eileen takes care of administrative and accounting duties.

BIR: What is your company's overall operating philosophy?

RL: Our philosophy is to provide the best in service, education and product to our customers.

BIR: How do you search out new products?

RL: Eileen and I always attend **Cosmoprof North America** in Las Vegas to see what is new. Plus, we are constantly searching the Internet and trade magazines to spot new and upcoming products. In addition, new manufacturers and reps approach us when they are looking for distribution in British Columbia. We also ask our customers what they are looking for and keep up to date on our industry by reading the **Beauty Industry Report**.

BIR: Tell me more about your extensive education program.

RL: We have developed a reputation for bringing a wide variety of educational events to our market. We work closely with our manufacturers to develop programs that suit their products. We also produce at least one major show each year, and we recently hosted an event with **Beth Minardi** to launch her product line in Vancouver. We are already promoting **Joico's** educational cruise in February 2012 and the **Davines** worldwide hair tour in Miami in January 2012.

We have a very talented group of educators headed up by our education director, **Nancy**

Vicente, who co-ordinates all of our events. **Paula Marie Skalneck** is the education manager for **Davines**. **Sherry Pailery** runs the education for **Piidea brands (Joico/Iso)** and **Jessica Ruth** handles **Kevin Murphy** education.

BIR: What is your long-term vision for education?

RL: Our vision for education is to partner with the most talented educators in the industry and to encourage our salons to grow with the industry by providing them with a "wow" experience in education. Our motto is when you learn, you earn.

BIR: Why would a manufacturer of a professional beauty care line select West Coast Beauty as its exclusive distributor?

RL: We have worked hard to build and maintain relationships with all of our accounts over the 25 years we have been in business. No company is too big or small for us to work with. We are determined to create win-win business partnerships, which has in turn developed a loyalty with our customer base and manufacturers. As a result, the West Coast Beauty name is well respected within the beauty industry. We also boast an impressive market penetration, with all of our brands, catering to everyone from the single salon operator to major chain accounts.

BIR: What is your vision for your company?

RL: To continue doing what we're doing, by bringing in new and

unique products and education to pass on to the trade, growing our company by expanding further into British Columbia and to enhance our goal of creating a boutique company that our entire team is proud to represent.

BIR: What is your company's greatest accomplishment in the last five years?

RL: In the past five years, we have concentrated on expanding our business by bringing in **Davines, Kevin Murphy, Moroccanoil, FHI Heat**, and most recently, **Minardi Color Care** and **Kera Straight**.



West Coast Beauty Supply partners Ro Lal and Eileen Jevning lead a team of 48.



West Coast Beauty Supply is a family-owned Canadian company.

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

RL: We would not be successful without each person who contributes to every part of our daily business routines; however, we have strong leadership from people, such as **George Piprah**, controller; **Kal Rai** and **Stephanie Joyce** in accounting; **Todd Rutherford**, sales manager; **Mike Andrews**, long-time sales rep; **Nancy Vicente**, education director; **Anthony Long** and **Melanie Monteyne**, purchasers; our executive assistant extraordinaire who makes our daily routine a breeze, **Anna Gullusci**; and our warehouse team, to name just a few!

BIR: How many active salon customers are doing business with West Coast Beauty?

RL: We have more than 800 salons and spas doing business with us on a monthly basis.

BIR: West Coast Beauty strives to partner with salons. Tell me about some of your initiatives to further that company goal.

RL: We are proactive in our relationships with all our accounts, providing education funds for certain brands, incentive programs, back bar support to help grow retail and promote the products they carry. We also try to tie into community events to help promote their businesses and our products outside of the mainstream salon market. For example, we have partnered with some high profile businesses in British Columbia, such as the **Vancouver Canuck Hockey Organization**, which uses our products and, in turn, promotes and supports our accounts!

BIR: Tell me about your online marketing, sales and education initiatives including but not limited to social media.

RL: We are currently developing this area of our business to catch up and are actively working on the launch of our new website, which we plan to have ready this month.

BIR: What's your company's biggest challenge for the balance of 2011?

RL: Our biggest challenges are keeping up with our rapid growth and looking for new locations to grow our store business to support stylists in all communities, while finding the right people to join our team.

BIR: What trends are influencing how you do business?

RL: I believe the keratin smoothing systems are still the biggest trend to hit the market in a

“Our vision for education is to partner with the most talented educators and to encourage our salons to grow by providing them a WOW experience through education.”

long time. Also, the male market has increased, as more men are becoming style savvy and turning to professional products and tools to tend to their everyday grooming needs.

BIR: Who have been your mentors in the professional beauty business?

RL: The man who started it all for me, and Eileen was **John Rafferty**, who has been a great mentor and leader for us both. Someone who has also been there from the beginning and

who continues to guide us in the right direction in this industry is our trusted advisor and now controller/CGA (certified general accountant)

George Piprah.

BIR: What is the best business advice you ever received, and who was it from?

RL: **Gerry Tuskey**, securities lawyer and personal friend, told me, “Invest in what you know!”

BIR: What inspires you?

RL: Golf! Within the industry though, just keeping up with the trade and being a part of an industry filled with such creative and colorful characters as these artists!

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

RL: That Eileen and I both started off at the bottom and worked our way up—Eileen worked as a receptionist, and I worked in the warehouse!

BIR: Anything you would like to address?

RL: What really drives Eileen and me is our passion and respect for the industry. We realize our role is to help our business partners grow their businesses using innovative and creative ways to achieve their maximum potential because that will ultimately support us and push us toward our potential.

Finding and maintaining a group of friends that we are proud to call the West Coast Beauty family has been an important goal for us. We are proud to say that more than one third of our workforce has been with us 10 years or more! A low employee turnover rate speaks volumes for any company. Consistency of names and faces has been a key factor in developing the relationships with our accounts over the years. Keeping those faces means finding ways to share our success. We offer a full benefit package, incentive programs and match RRSP (Registered Retirement Savings Plan) contributions.

Our philosophy is to do what you know best and surround yourself with people who can support your weaknesses. We know our limitations and strive to include others in our success by hiring people who make us look good!

For more information about West Coast Beauty Supply, reach Ro Lal at 604-321-2700, ext. 229, or ro@west-coast-beauty.com. Visit www.west-coast-beauty.com.

NEBRA hosts a fun and productive show

Over the course of the year, *Beauty Industry Report (BIR)* covers a number of shows, many with big budgets and hundreds of exhibitors, but none is more fun to cover than the two shows produced by the **Western Beauty Reps Association (WBRA)** and **Northeast Beauty Reps Association (NEBRA)**. These small shows offer intimate environments with gracious hosts providing attendees with complimentary food and beverages in an environment that makes it easy to talk about what's new and catch up with friends.

This year's NEBRA show took place once again at the Sheraton Meadowlands Hotel in East Brunswick, NJ. The following manufacturers representatives organizations belong to the NEBRA—**BTB Sales & Marketing, CFN Sales & Marketing, Gerry Udell Inc., Herb Mayer Sales, Jay Halaby & Associates, The Kirschner Group** and **VNC Sales & Marketing**—and host the event. This is one event where the personal connection is still celebrated.

Scott Hagstrom, vice president of sales for the professional division of **Helen of Troy**, shared, "What I like about the NEBRA event is the ability to have so many of my customers come by and visit us in a condensed amount of time in one location. In the span of two days, we see 20 to 30 customers and show them our new items that will be bought for summer, back-to-school and holiday. Although very few people actually write orders at the show, as in years past, it is beneficial to be able to show our new items so that the customers can see the live product, play with it, see the packaging and ask questions." Reach Scott at 915-225-5805 or shagstrom@hotus.com. Visit www.hotus.com.

Added **Bruce Selan**, vice president of **Zotos** core brands, "NEBRA provides the one time per year that I can physically meet and talk with my customers (large and small) in both a

business and casual setting to get a feeling and understanding of what we are doing right and wrong and make sure I am able to answer their needs. I visit with more than 60 individual customers over the two-day event, and it is exceptionally helpful in planning our introductions and putting together future promotions and programs."

The following is but a small sample of new products being exhibited.

At the **Protek Labs** booth, **Carolina Alves de Lima** and **Jeff Bogard** introduced the **Activ8 Hair Revitalizing Program for Maximum Volume**, a product regimen for hair growth that addresses the different aspects of scalp and hair health for maximum benefits. Step 1 cleanses and removes DHT and other scalp sebum build-up. Step 2 is a daily shampoo that removes the DHT and scalp sebum that was loosened by Step 1 with naturally derived ingredients. Step 3 is a



Gary Udell from Gerry Udell Inc.; Scott Hagstrom, Helen of Troy; and Glen Udell, Gerry Udell Inc. enjoy the camaraderie at NEBRA.

residue- and wax-free conditioner with amino-acids, natural herbs and proteins to detangle while providing, elasticity and moisture to the hair. Step 4, the Women's Activ8 Nutri-MX, contains minoxidil, the only topical ingredient approved by the Food and Drug Administration to prevent hair loss and promote hair regrowth. Each of the three steps comes in a 60-day supply (8.5 ounces/SRP \$25.00). Step 4 is a 30-day supply (2 ounces/SRP \$28.00). The Activ8 product line is pH-balanced, sulfate-free, paraben-free and color-safe. The line is sold with a 100% money back guarantee, full marketing support and try-me kits. Store merchandising displays are available. Reach Jeff at 800-382-8204, ext. 338, or jbogard@proteklabs.com. Visit www.activ8hair.com.

Ron Polyak, **Fromm's** regional sales manager, displayed a number of new promotions. The **Fromm Sea Forever Shear** promotion supports **Saving Our Oceans**. When stylists buy a convex edge **Fromm Forever Shear**, they receive a free **Forever**

Thinner, Fromm Razor, shear case, 3-pack of Proglide Combs and **Fromm Thermal Boar Brush** (SRP \$129.99; a \$330.00 value). Also new is **Fromm's Pink Camo Shear** that supports breast cancer research and awareness. With every convex-edge Fromm Camo Shear purchase, stylists receive a free **Fromm Camo Razor**, 4-pc shear case and **Pink Camo Hairstyling Cape** (SRP \$79.99; a \$130.00 value). From the company's **Andre** brand, a **Pink Bio Shampoo Cape** 2-pack promotion supports breast cancer research and awareness. The Andre BioCape is earth friendly and waterproof (SRP \$10.00 for two capes). Ron was showing **Andre Splatter Shampoo** in a value 3-pack and self-standing canister (SRP \$14.99 for 3 capes a 10% savings). Reach **Kevin Barrett**, Fromm vice president of sales, at 800-323-4252 or kbarrett@frommonline.com. Visit www.frommonline.com.

At **VNC Sales & Marketing**, **Scott Weinstein**, chief sales officer of **Justin Blair & Company**, was exhibiting the new 6.5-ounce tube of **NightCare**, the line's intensive healing foot cream. A merchandiser holds 12 tubes (SRP \$12.95). Reach Scott at 800-717-8288 or shucare1@aol.com. Visit www.nightcareproducts.com.

The **Lano Company's Pure Illumination** light-up lipgloss line features a patent-pending, medical grade, lanolin-based lip product. The gloss includes jojoba, sweet almond oil and vitamin E that naturally heal, protect and add moisture and shine. They also feature a lighted wand and mirror for easy application. The lipglosses are available in 12 shades and can be ordered in two versions—a twist top version with a light that comes on automatically when the wand is removed and a push button version (SRP \$20.00). The Lano Company also offers light-up nail polishes, mascaras and lip plumpers. Reach **Tanya Frisch**, director of marketing, at 866-469-5266 or tanya.lanoco@live.com. Visit www.thelanocompany.com.

Steve Wallace, marketing manager at **Medicool**, launched the **Pro Power 520 Electric Filing System** and the **PediNova Pro**. Steve said, "Both created some buzz with

“It’s ironic. We travel all over the country to see what’s new, but the show that is right in our own backyard is consistently one of the best shows around.”

Caucasian, full-service distributors, as well as the nail supply stores.” The Pro Power 520 Electric Filing System, a mid-range priced product for the professional nail technician, has a power station with a small footprint on the nail station and is a dual 110v and 220v machine for use anywhere in the world (list \$159.99). The PediNova Pro is a professional pedicure and manicure filing system with 14 professional bits, many that are auto-clavable to meet sanitation regulations in all states. This file is also a dual-powered 110v and 220v machine (list \$119.99). Reach Steve at 310-782-2200 or stevew@medicool.com. Visit www.medicool.com.

HAI introduced the **Digi-Stik T.I.** to its **Elite** line of digital styling tools. Back by popular demand, the Digi-Stik T.I. has new features that will help stylists achieve a precise style on a

full range of hair types. It features 1-inch wide, pure titanium plates (replacing the previous ceramic), increased temperature control up to 410°F, sleep mode and a two-in-one carrying clutch plus heat pad (SRP \$179.99). Reach **Rick Elliot**, national sales director, at 858-776-6968 or rick@hai-elite.com. Visit www.hai-elite.com.

Oster Professional has a new look and new products but hasn’t sacrificed its reliability. It debuted four clippers—the **Rocker Pivot Motor Adjustable Clipper** (76030-310/list \$89.99), the **Free Rider Adjustable Pivot Motor Clipper** (76030-010/list \$89.99), the **Vibe Adjustable Magnetic Motor Clipper** (76080-310/list \$49.99) and the **Deep Vibes Adjustable Magnetic Motor Clipper** (76080-010/list \$49.99). The Rocker and Free Rider clippers feature a powerful, pivot motor that cuts through any hair type with ease, for all cutting, fades and taper work. The Vibe and Deep Vibes clippers are designed to generate 7,200 strokes per minute with a streamlined balanced shape for all-day use. Reach **Ileana Moya**, group marketing manager, at 561-912-4828 or imoya@jardencs.com. Visit www.jardencs.com.

Ron Grassullo, **Alleghany’s** national sales manager, is part of the new team that has been revitalizing the company’s trusted brands with new products and deals. **Hask** slim-line, space-saving displays offer increased shelf productivity and products enriched with conditioning oils and botanicals. Ron featured the Hask Pre-Pack Deal that contains **Natural Essentials Packets** (1.75 ounces/24 pcs); **Natural Essentials Vial Display** (5/8 ounces/18 pack); **Macadamia Hot Oil Tube Display** (1 ounce/18 pack); **Argan Oil Vial Display** (5/8 ounces/18 pack) and a free case of **Natural Essentials Spray** (5 ounces/6 pcs) (#39999A /deal cost \$74.75). Reach **Yvonne Chavez-Sein** at 800-645-6190 or ycsein@alleghanycorp.com. Visit www.alleghanypharmal.com.

Brandyn Stugart, **Prestige Cosmetics** vice president of sales and category management,

featured the **Brow Perfection** collection in a prepack deal (#Brow11-ppk). It contains the **Ideal Match Marbleized Brow Pencil** (SRP \$5.50), a marbleized pencil that uses color-blend technology to swirl together two complementary pencil shades for natural looking brows and is paired with a soft bristled brow brush on the other end. The **Brow Building System** (SRP \$7.50) is a double-ended gel that defines and fills brows with a tinted fiber gel and tames brows with a clear setting gel. The **Brow Shaping Studio** (SRP \$8.95) is a kit that contains all of the arching, shaping and grooming tools you need, including two brow powders, mini tweezer, brow stencil and a mirror. The **Clear Revitalizing Brow Gel** (SRP \$6.50) conditions and revitalizes unruly brows without leaving them stiff, flaky or sticky. Reach Brandyn at 435-654-2537 or b.stugart@prestigecosmetics.com. Visit www.prestigecosmetics.com.

Betty Dain Creations is re-branding its hair color accessory line of products from **SBS to Colortrak**. The Colortrak Line features new packaging and is offering a 2-foot and 4-foot store plan-o-gram that includes the best sellers from each of its categories, including foil, gloves, tipping, processing caps and color tools. These plan-o-grams will help distributors organize their color accessory sections. Reach

Dale Hill, vice president of sales, at 800-327-5256 or dhill@bettydain.com. Visit www.colortrak.com.

Steve Levin, vice president of global sales at **Spilo Worldwide**, shared the company’s focus on its proprietary and exclusive brands, “Spilo is tuned into our customers’ current need for products that appeal to the cost-conscious consumer. Our **Tweezer Catty** by **Mehaz** features a European designer tweezer with precision tips for professional performance cradled inside a patented protective case (list \$15.00). The **Melting Pot** brand of waxes and warmers is gaining momentum in the waxing category as the value-conscious consumer is looking for lower-priced alternatives. Our new **Microwaveable**



Joe De La Cruz, Conair national sales manager, shows the BaByliss Pro line.

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Striplot Wax is not only economical, but using it at home between salon visits saves the consumer even more money (list \$9.99). Another excellent seller at the show was the new **Personna Double Edge Blade** in the 100 count box (list \$17.20). These improved blades are 25% sharper and 25% lower-priced per blade!" Reach Steve at 800-347-7456 or steve.levin@spilo.com. Visit www.spilo.com.

At **Sormé Cosmetics**, **Jeff Tannenbaum**, director of sales, said one of the brand's top sellers, **Sormé Treatment Cosmetics' Extreme Volumizing Mascara**, "delivers on its promise of providing thick, lush looking lashes for its users." The mascara defines and separates lashes as is strengthens and conditions with hyaluronic acid, aloe vera and vitamin E. It is available in black and black/brown smudge and a smear-resistant formula (0.28 fl. oz./SRP \$18.00). Reach Jeff at 800-927-6763 or jeff@sorme.com. Visit www.sorme.com.

The **Mia Hair Accessories & Styling Tools** booth featured its new "easy to install, easy to remove" **Clip-n-Feathers**. Clip-n-Feathers are made with three 10-inch long feathers on a simple snap clip (\$9.95 SRP). The feathers are organically dyed and can be easily removed and reattached. They are re-usable and can be curled or straightened to match any hair style. Reach **Alicia Fonseca**, sales, at 866-866-9824 or alicia.fonseca@tonytail.com. Visit www.miahair.com.

Palladio Beauty Group introduced **Precision Eye** and **Lip Liners**. These liners enable customers to line eyes and lips like a professional makeup artist. The felt-tip liquid eyeliner pen features a new design, a long-lasting formula and a precise applicator. These waterproof liners are designed to not transfer onto the eyes or feather on the lips. They are available in six shades of eyeliner and six shades of lip liner (SRP \$5.99). Both items are displayed in a wall/counter unit complete with full-size testers (117 pc display/SRP \$702.00). Reach **Lorraine Guzzo**, director of sales, at 917-373-2677 or lorraineguzzo@yahoo.com. Visit www.palladiobeauty.com

At the **Phillips Hair Brush** booth, **Bart Simon**, president and owner, featured the **Phillips Maxi Teaze** brush, which is now available in a new dark wood grain finish. The Maxi Teaze features a longer handle than the

original Teaze brush, which makes it easy to add lift and volume to any hair style and a wider brush head for maximum air flow. Each dozen comes with a counter display for easy retailing (SRP \$5.95 each). Reach Bart at 800-875-3623 or bsimon@phillipsbrush.com. Visit www.phillipsbrush.com.

David Leib, president of **Robanda International**, reported that **Omega Labs**, his most recent acquisition, generated interest and sales on its wide range of nail stones, strippers, nail polish, glitters and its popular **Fungus Treatment** (OL-FT-1/SRP\$9.50). He also reported that the re-launch of **Jingles Pro Rituals** hair color accompanied by the introduction of a pH-balanced wet line was also generating buyer interest from full-service distributors. The company's booth also featured new promotions from the **Bodyography** and **Marilyn Hair Brush** lines. Reach David at 800-783-9969 or david@robanda.com. Visit www.robanda.com.

Ann McDonnell, president of **EcoGenics**, introduced massage oil that contains sunflower seed, grape seed, macadamia seed, avocado and sweet almond oils and vitamin E. It's 100% natural and lightly fragranced with lavender oil. The combination of oils helps moisturize and replenish skin's natural lipid barrier. "Our lightweight oil can be used for facial and body massage, as well as with manicures, pedicures and reflexology treatments. It imparts the proper amount of slip for light and deep massage and contains beneficial natural plant antioxidants," said Ann (8 ounces/list \$17.00). Reach Ann at 203-372-6972 or info@ecogenics.com. Visit www.ecogenics.com.

Don Kittleson, national sales manager of **American International Industries**, showed **Metro**, the **China Glaze Fall 2011 Colour Collection** of 12 nail lacquers consisting of pigmented creams, high coverage glitters and intense shine shimmers. It is available in two 6-piece box collections

(item# 81077 and 81078/\$21.00); a 12-piece counter (item#81079/\$42.00); a 36-piece rack display (item #81081/\$126.00) and open stock colors (\$3.50 per bottle). Don said, "We keep coming back to NEBRA because our friends are there, and we want to show them what's new, and there is always something interesting launching. We have so many brands, and we're constantly introducing new items and improving our existing products. Plus, NEBRA is a great opportunity to support our Northeast Rep Groups and express our appreciation for all their hard work through the year." Reach Don at 323-728-2999 or dkittleson@aibeauty.com. Visit www.chinaglaze.com.

Jackie Yu, president of **HairArt**, introduced his **Ti Infrared 450°F flat iron**, the newest addition to the iTech collection. It features nano technology, extra-long plates and a new patent-pending infrared ray technology system. This tool smoothes and conditions as you style (#8388/1-inch; 83880 1½-inch/SRP \$135.00). Reach Jackie at 800-HAIRART or info@hairartproducts.com. Visit www.hairartproducts.com.

Bruce Selan, vice president of **Zotos** core brands, showed **Kera Pro's** new five-product **Restorative Collection**. Over the years, Bruce's division has developed a niche by providing cost-effective alternative brands that are inspired by salon brands. This range provides products that will strengthen and restore balance to dry, distressed hair and includes

Normal to Dry Shampoo (8.45 ounces/SRP \$9.95); **Normal to Dry Conditioner** (6.8 ounces/SRP \$9.95); **Dry to Very Dry Shampoo** (8.45 ounces/SRP \$9.95); **Kera Pro Treatment** for dry to very dry hair (6.8 ounces /SRP \$9.95) and **Anti Frizz Elixir** (4.2 ounces/SRP \$9.95). Reach

Bruce at 888-242-4247 or bselan@zotos.com. Visit www.zotos.com.

Marianna Industries is a large supplier to



American International's Don Kittleson, national sales manager, presents the company's numerous brands, including Metro, the China Glaze Fall 2011 Colour Collection.

the professional beauty industry. At the show **Kimberly Nelsen**, national sales director showed the **My First Haircut Kit**, which provides salons with a money-making item that offers clients a keepsake. The My First Haircut Kit includes 12 "My First Haircut" certificates in two designs and 12 keepsake bags to place the client's lock of hair in (SRP\$12.95). Reach Kimberly at 800-228-9060 or knelsen@mariannaind.com. Visit www.mariannaind.com.

Andy Hillas, national sales manager of **Dr. G's Beauty**, said, "Overall, NEBRA 2011's attendance appeared to be down. However, we did excel in new distribution with full-service distributors. Our two biggest hits were **Clear Nail**, with our improved stronger formulation with the antifungal ingredient tolnaftate (6 ounces/list \$6.45), and our **Callus and Cuticle Exfoliator** (64 ounces/list \$9.50) with a formulation gentle enough to use on cuticles, yet strong enough to break down calluses. No gloves are needed and unlike the competition, we do not have warnings on our packaging to avoid contact with skin." Reach Andy at 949-598-2400, ext. 297, or ahillas@pwc cosmetics.com. Visit www.drgsbeauty.com.

Burmax featured its range of animal print shears. **Togatta's** new Zebra-patterned cutlery set contains a 5 3/4-inch **Offset Cutting Shear** and a 28-Tooth **Offset Thinning Shear**, both made of Japanese stainless steel blades and featuring removable finger rests. Also available is an 8-inch styling razor made from durable aluminum, featuring a rubber grip handle and a rotating finger rest. Each set comes in a deluxe hard case for storage and protection (item# TK-ZEBSET/SRP \$109.99). Reach **Deborah Goldschmid**, vice president, at 800-645-5118 or d.goldschmid@burmax.com. Visit www.burmax.com.

Liz Dellinger, **Orly** director of sales, featured the **Precious Collection**. The 18-piece display (#450641) includes six lacquer shades—Pure Porcelain, Gilded Coral, Fancy Fuchsia, Ancient Jade, Sapphire Silk and Royal Velvet (0.6 ounces/SRP \$7.50). The collection celebrates the refined glamour of porcelain, the vibrant sheen of silk and the lush sparkle of priceless gems. All Orly lacquers are free of DBP, toluene and all traces of formaldehyde

“I visit with more than 60 customers over the two-day event, and it is exceptionally helpful in planning our introductions and putting together future promotions and programs.”

and formaldehyde resin. Reach **John Galea**, advertising and public relations manager, at 818-994-1001 or jgalea@orlybeauty.com. Visit www.orlybeauty.com.

Dukal launched **Reflections Premium Wet Wipes and Cleansing Towelettes**. Dukal Premium Wet Wipes are made of heavy-duty, cross-carded material and are 7 x 8 inches wide, alcohol free and made of aloe and lanolin and feature a mild fresh scent. They are great for removing wax and lotion post treatment (# 900710/5 pack-26 cents each/\$65.00cs). The Cleansing Towelettes provide a

clean, refreshing feeling without soap and water (858/\$1.75 per box of 100). Reach **Aimee Pepe** at 908-247-5331 or customerservice@dukal.com Visit www.dukal.com.

Chuck Cohen, senior partner at **CNF Sales & Marketing** and one of the founding members of the NEBRA organization, shared his show experience, "After analyzing the 2011 NEBRA Show and comparing it to 2010, I feel very confident in saying that this year's show was a success. Our company was very encouraged by the feedback that we heard from both our manufacturers and our customers. Despite the uncertainty in our economy, we are very optimistic that business is starting to improve. During the course of the year, our group participates in many shows throughout the country. It's ironic. We travel all over the country to see what's new, but the show that is right in our backyard is consistently one of the best shows around. Year after year, the Northeast Beauty Representatives Association does a tremendous job in making sure that the weekend is beneficial for everyone involved." Reach Chuck at 215-572-0224 or chuck@cfnsales.com. Visit www.cfnsales.com.

Gary Udell, president of **Gerry Udell Inc.**, one of the founding NEBRA rep organizations stated, "The NEBRA show this year was one of our most successful shows. I believe attendance was up; however, more important to us was that customers were very receptive to new products and promotions. NEBRA shows always draw a lot of distributors, since the location of the show is central in relation to the metropolitan New York area, as well as the entire Northeast. That fact makes it convenient for customers to attend either one day or both days. In addition, this show attracts the many different types of distributors that are located in the Northeast, including full-service, professional and retail OTCs, and skin care and nail care." Reach Gary at 973-338-3100, ext. 16, or admin@gerryudell.com. Visit www.gerryudell.com

Next year's show will return to the Sheraton Meadowlands Hotel on March 24-25, 2012. Reach **Patty Paletto** at 201-390-1059 or aperfectshow@verizon.net for show information.

Sunpure Beauty offers a keratin treatment with an edge

It has been three-plus years since **Thierry Darche** started **KD Research**, which relies on his experience in the professional salon market to target specific areas of opportunity in developing quality products. **Beauty Industry Report (BIR)** recently caught up with Thierry for an update.

BIR: Please share the story of how you got to where you are today.

Thierry Darche (TD): I started my career in Marseille, France, worked in Africa for few years and then I had an opportunity to come to the United States. I was exposed to the beauty salon industry in the early '90s and immediately was intrigued by its energy and level of creativity. I was hooked!

I was working for a French hair color company in the U.S. market, when in 2006, it changed ownership and went in a new direction. It was time for me to take charge of my own destiny and formed KD Research.

BIR: Describe your first three-plus years.

TD: Challenging! 2007/2008 was not exactly the best time to start a company but we have been making great progress in terms of product development, distribution and brand recognition.

We have a small team, and we rely on outsourcing to keep our company lean and mean. I set the direction in terms of product development and strategic goals. Then, our team members take ownership of the projects and implement their execution.

BIR: What is your vision for KD Research?

TD: KD Research is a reliable and trustworthy player in the keratin smoothing treatment category. We are also in negotiation with a European manufacturer to share our respective expertise and create synergies between our two organizations. That should bring a boost for them in the United States and open doors for us on the European market.

BIR: In a crowded marketplace, what is your brand's point of difference?



*Thierry Darche,
founder*

TD: The quality of our products, transparency of the ingredients used and truthfulness on the information we provide set us apart.

BIR: Two years ago, you introduced Sunpure Beauty to meet the growing demand from salons for hair straightening/smoothing treatments. Tell me about the product and its formulation.

TD: We selected a laboratory that had great expertise in products and ingredients exposed to heat along with a very strong quality control protocol to come up with the best products possible. From day one, we were concerned about the safety of our products, so we are using vanillin, high quality keratin and monoi among other ingredients. Monoi is a natural ingredient strictly produced on the island of Tahiti under strict government scrutiny and regulations. It has been used for centuries by the indigenous people to promote healing and protect their skin and hair against harsh environmental factors, such as the Pacific sun.

We want to ensure that our products are performing and are as safe as possible for both the hairdressers and the consumers.

BIR: Tell me more about Sunpure Beauty's maintenance products.

TD: Our keratin smoothing maintenance line offers a shampoo and conditioner for keratin treated normal hair, color safe shampoo and conditioner, a smoothing balm and a finishing serum to maintain ultra-sleek and frizz free hair. They are all formulated and infused with monoi for additional conditioning and thermal protection. They do not contain chloride sodium, paraben or sulfates.

BIR: Are line extensions planned?

TD: Yes. We are very excited about our two new at-home maintenance products—a glistening spray to maintain the shine and silkiness of the treatment and a volumizing mousse to offer consumers the versatility of wearing their hair the way they want, whether straight or with luxurious waves. Second, we are introducing our improved Brush-On smoothing treatment, which provides more straightening power and more conditioning.

BIR: What is the flagship item in your line?

TD: We launched a spray-on keratin smoothing treatment last year and have experienced solid growth with it. It is a fast and reliable product that reduces the entire straightening process to 90 minutes.

BIR: What is KD Research's greatest accomplishment so far?

TD: Establishing a reputation as an ethical company. Our business partners know that we have an open book policy and we are truthful.

BIR: How do you distribute your line?

TD: We sell through distributors. When we do not have a distributor in a territory, we service the salons directly from our headquarters. I am still the one who opens distributors. I want to know personally the people with whom we are doing business, their philosophy, their ethics and ultimately, who will be representing our brand.

BIR: Tell me about your education program.

TD: We have a team of well-trained educators who conduct education seminars and product knowledge classes at the distributor level and in cluster classes.

BIR: Tell me about your online sales and marketing initiatives, including social media.

TD: We have an active Facebook following and are in the process of re-designing our website to be more user friendly and more interactive with hairdressers and the consumer.

BIR: Who is your mentor in the professional beauty business?

TD: I am fortunate to have done business for more than 15 years with **Robert Stafford**, a distributor who is a true gentleman. He is loyal, elegant, generous and fair.

BIR: What is the best business advice you ever received?

TD: Establish a good and strong reputation for yourself and it will follow you everywhere!

BIR: Any final comments?

TD: I invite any distributor who is looking for a reliable company and serious keratin smoothing treatment to contact me at 800-676-5672 or thierry@sunpurebeauty.com and visit www.sunpurebeauty.com for additional information.

ABA Vancouver levels the playing field for exhibitors

Thanks to the gracious hospitality of the **Canadian Allied Beauty Association (ABA)**, **Beauty Industry Report (BIR)** was delighted to cover the **ABA Vancouver Beauty Show** in the award-winning Vancouver Convention Centre—a green, modern facility on the waterfront in downtown Vancouver. After a hiatus last year due to the Winter Olympics, in 2011, the ABA was back better than ever and offered **BIR** a great first north-of-the-border show experience.

Marc Speir, ABA executive director, told **BIR**, “Our association is primarily known for the eight (Montreal; Toronto; Winnipeg, MB; Edmonton, AB; Regina, SK; Calgary, AB; Moncton, NB; and Vancouver) annual trade shows that we produce. Close to 50,000 salon professionals purchase a ticket to attend. Total attendance is around 70,000.

“One of our organization’s primary functions is to lobby on behalf of the professional beauty industry to Health Canada and Environment Canada on a Federal level, and we also deal with issues relating to product, education, regulations, apprenticeships, health and safety, et al at the provincial and municipal levels. In essence, we are the main voice for the entire professional beauty industry. We have strong relationships with other associations related directly or indirectly to our industry.

“We are an association of both the manufacturers and distributors to the professional beauty industry. As such, we only allow companies to join whose business is at least 50% to the professional beauty industry. In addition, members must be paying taxes in Canada, and they must have been in business for at least 365 days. A company can fill out an application in one of four categories: manufacturer, distributor, manufacturer’s representative or aesthetic. Each membership application is reviewed by the ABA Board of Directors and is strictly scrutinized in order to ensure that it is compliant with our rules. The company making application must also sign a code of ethics. ABA receives hundreds of enquiries per year of which perhaps 50 qualify for review, of which about 25 are accepted



Modern Beauty Supply featured its beauty store on wheels.

who meet our criteria. Our show attendees expect to see products and services directly related to their business. Thus, we do not allow fringe companies to purchase space. Only ABA members can purchase floor space at an ABA show.”

The Vancouver show’s distinct layout and strict regulations created an atmosphere that was conducive to generating more business and prevented anyone from buying an unfair advantage. U.S. show producers take note—the ABA event is an example of how more restrictions can create more freedom and better business practices.

According to Marc, all of the larger exhibitors that were featuring on-the-floor stage presentations had the same size exhibits on the perimeter walls of the show with their distributors adjacent. The manufacturer promotes the product, and the distributor is ready to sell it or take orders in its cash-and-carry booth. Marc also noted, “We limit the amount of cash-and-carry activity by insisting that distributors take a demonstration/educational/salesmen space that is equal to their cash-and-carry space. We strictly enforce that rule to prevent cash-and-carry from overwhelming the floor and provide a sales environment conducive to doing business in a calmer environment.” As a result, no more than 22% of the floor was devoted to cash-and-carry activity.

The classroom exhibitors were **Redken**,

Joico, **P&G Pro**, **Moroccanoil**, **Farouk Systems**, **TIGI** and **Goldwell/KPSS**. Each was positioned with its British Columbia distributor. **Redken** is distributed by **ICON** and **Joico** by **West Coast Beauty**. **Moroccanoil** is co-distributed by **West Coast Beauty** and **Modern Beauty Supplies**. **Farouk Systems** and **TIGI** are also distributed by **Modern Beauty Supplies**. **Goldwell/KPSS** acts as its own distributor.

The level of show floor noise, or rather the lack of it, was also notable. Marc shared that noise level is controlled in a couple of ways. “Only manufacturers’ classrooms (the large spaces taken on the perimeter) are allowed music, as well as voice projection. Inside the perimeter, no one is allowed music, but voice projection is allowed. For all of our eight shows, we hire ‘sound police’ provided by AVW TelAv to monitor excessively loud booths. They have the right to politely tell the offending company to lower its sound levels.”

The ABA also regulates the look of the show. He said, “There are no height restrictions on the perimeter but they are strictly enforced within the perimeter, so people can see a lot of the floor at a glance.”

By U.S. show standards, these rules and regulations might seem restrictive; however, they are certainly working in the Canadian



Peter Mazziliano, president GM & Associates.

beauty world. Marc summed it up, “The results are that while everyone is fiercely competitive on the floor, they still have a sense of decorum and

fairness, which allows everyone to have a fair chance at attracting new clients. They are not blocked by a humongous wall, and they can speak, not shout, at their customers and close more deals. Common sense prevails—That is pretty much the Canadian way. We have maximum space allowances, which prevent one or two companies from buying the floor.”

ABA Vancouver report continued on page 16

Vancouver ABA report continued from page 15

BIR spent time chatting with a number of the key distributors who were exhibiting at the Vancouver ABA show to get the inside story about the Canadian marketplace. The following is an overview of what we learned:

Kingdom Beauty Supplies Ltd. is headquartered in Vancouver. **Randy Chan**, president, stated, "We broke all the records at this year's Vancouver ABA show, with ticket sales up almost 10% from the last record and Kingdom Beauty winning a record high seven years in a row for the highest ticket sales. Offering education seminars and having **Tabatha Coffey** on the main stage was the big difference for this year's successful show. The big sellers were natural ingredient focused lines, including **Onesta** hair care and the **Macadamia Natural Oil** line. Innovative products, such as the new **KQC Swirl Professional Curling Iron**, sold out, as did the new **Trioxinator** hair loss machines after each education seminar. The KQC Swirl is a styling aid that can help anyone create lovely curls easily. It features an easy-to-use thumb piece that lets you rotate the barrel clip with your thumb to reduce wrist and hand fatigue. Unlike conventional curling irons that clip onto hair at the bottom, the KQC Swirl starts at the top of the hair section and swirls down to the tip. The scratch-resistant titanium barrel offers maximum heat transfer to eliminate cold spots on the iron. It also features grooves that grip the hair for precision control. It's available in three barrel sizes: small (3/4-inch), medium (1-inch), large (1¼-inch). Also included are a one-year warranty and bonus styling how-to videos available free online (SRP \$149.00). www.kqcbeauty.com.

"The Trioxinator addresses hair loss by enhancing the blood flow and supplying the follicle with nutrients to unclog and drain the follicle from its sebum build that leads to hair loss. It regulates the temperature of the subcutaneous tissue to enhance blood flow and provide the follicle with nutrients to re-start the hair growth process. Cost is \$699 for salons, which charge up to \$300/month for an unlimited service package and then retail for \$1,000-\$1,499. Some salons take the service package off of the purchase price, but it varies from salon to salon." Kingdom has six beauty stores and 20 distributor salon consultants and covers Canada from British Columbia east to

Ontario. Reach Randy at 604-2514-7386 or randy@kingdombeauty.com. Visit www.kingdombeauty.com.

Art Arickson, president/owner of **Icon Salon Systems**, shared, "Established in 1995, Icon Salon Systems has grown from a team of four servicing the lower mainland to a staff of more than 40 servicing the entire province of British Columbia. We have a network of 13 salon consultants throughout the province and six beauty stores located in Abbotsford, Kelowna, Surrey, Vancouver, Victoria and Winnipeg. Icon is the exclusive distributor for **Redken, Ego, Panther, Sorme Cosmetics, Beauty Love, Kadori, Dashing Diva, Light Elegance, Depileve, Refinee** and **Perse**. In addition, our firm offers **LCN, Spa Rituals, Tuft, Dannyco** and **Wahl**. We also have an esthetics division that represents the **Keyano Aromatics** brand, a high-end skin care, cosmetics, body care and aromatherapy line across Canada."

Reach Art at 604-591-2339 or art@iconbc.com. Visit www.iconbc.com.

Mike Jomaa is the owner of Calgary-headquartered **Modern Beauty Supply**, the largest distributor of professional beauty products in western Canada. With more than 100 product lines, its salon advisors represent **TIGI, Schwarzkopf, ISO, Farouk (CHI)** and **TRI**, as well as some of the industry's most popular new brands, including **Moroccanoil, Brazilian Blowout Zero, Tannymaxx, Image Skincare, Segals** and **Rowenta Beauty**.

Mike said, "During Modern Beauty's 25 years in business, we have experienced steady growth. Our current goal is to become the largest beauty distributor in Canada, and last year we aggressively expanded our reach further east. We now cover Alberta, British Columbia, Saskatchewan, Manitoba and Ontario with more than 7,000 accounts and 10,000 individual salon professionals doing business

with our organization. Apart from our warehouses, we have five wholesale stores in British Columbia and Alberta. We're one of the largest providers of beauty and business education, covering updos, clipper cutting, shaving, trends, skin care, business and retailing, for stylists and salon owners in Canada. For example in November, we're going to organize Northern America's biggest beauty show in Cancun, Mexico." Reach Mike at 800-661-8675 or mike@modernbeauty.ca. Visit www.modernbeauty.ca.

Ro Lal and his partner, **Eileen Jevning**, owners of **West Coast Beauty**, had two large display areas, and their key brands, **Joico** and **Moroccanoil**, had classroom/stage exhibits directly adjacent to their cash-and-carry area. West Coast Beauty covers British Columbia with 18 distributor salon consultants (DSCs) and six stores, including two that are opening in the next six months. Eileen stated, "We had a great

show, with hot selling products from **FHI Heat, Kevin Murphy** and **Kerastraight**. **Joico** put on an amazing performance and the feedback from customers and clients was extremely positive." (Read more about West Coast Beauty on pages 8-9.) Reach Ro at 604-321-2700, ext. 229, or ro@west-coast-beauty.com. Visit www.west-coast-beauty.com.

ESP Salon Sales was founded in 1990 by **Gerry Titus** and **Sharon Sharpe-Titus**. With a combined experience of more than 50 years in the beauty industry, they have built their distributorship from a small warehouse with a team of four to seven locations across five provinces (Saskatchewan, Manitoba, Alberta, Ontario and British Columbia) with more than 80 employees. The company's 20,000-square-foot headquarters and distribution center is located in Saskatoon, SK. ESP distributes more than 35 lines, including **American Crew, Eufora, Label M, Light Concept Nails, Macadamia Natural Oil, OPI, Schwarzkopf, Sexy Hair** and **Surface Haircare**. The company's mission can be found in its name—**Education Service**



ABA president Al Peters (left) and Leslie Love, partner in TLC Sales & Distribution (right), share insights into the Canadian beauty marketplace with Mike Nave, publisher/editor, Beauty Industry Report

“The ABA show is an example of how more restrictions can create more freedom and better business practices.”

Product. Reach Gerry at 800-667-2566 or gtitus@espsalonsales.com. Visit www.espsalonsales.com.

Tabatha Coffey’s Salon Take Over presentation attracted more than 1,000 stylists and salon owners. Tabatha shared a number of success factors she has learned during her 30-year career as a hairdresser and salon owner. She said, “Suggestive selling when presented right isn’t hard. Remember, you are selling something that needs to be sold.” She also provided valuable tips on how to build a clientele by sharing how she did it for herself. “I zeroed in on successful women in the area of my salon, like real estate agents, sales people, etc., and offered to do their hair for free. By wowing them and making them really happy, they ended up not only as clients, but referred their friends and business associates, and my business grew.” She added, “You need to go out in your market; it’s your responsibility to do the work, get off your butt and create a client base.” Visit www.tabathacoffey.com for additional information.

Al Peters, president of the Canadian ABA, shared a comprehensive overview of the show: “Several factors contributed to the success of this show, the most important of which was

the support of many manufacturers who provided education and the efforts of our distributors and their DSCs who sold the tickets. The ABA show was also able to return to an upscale venue in the heart of the Vancouver harbour, made possible by the construction of a new Vancouver Convention Centre built for the 2010 Olympics.

“We were also fortunate to have TV celebrity **Tabatha Coffey** as our featured guest speaker, which certainly helped boost attendance. Tabatha’s presentations connect directly with the stylist and salon owner, resulting in many people sitting through her presentations more than once! Attendees lined up for hours to purchase her autographed book and have a picture taken with her, and she showed extraordinary grace in making sure all who were in line were individually addressed.

“Education was the primary focus of the show, which was evident by the classrooms provided by **Farouk Systems, Goldwell, Joico, Redken, TIGI, KPSS** and **Wella**. Many booths provided demos and education in hair, skin and nails. The ABA offered six competitions, including ‘Ordinary to Extra-Ordinary’. This is a makeover competition allowing the winner to appear on a national TV program in Toronto. We hold this makeover competition in three major markets, and the TV exposure has proven to be the road to instant success for the salon that wins!”

Al, who is also the Canadian sales representative for **American International Industries**, also told **BIR**, “Our launch of the **IBD Gelac System** was outstanding. **GiGi** wax continues to be the estheticians’ product of choice in Canada—its quality and performance are second to none, and the education we are able to provide at all ABA shows keeps us at the forefront with this brand. **Body Drench** tanning products have also established themselves securely in most salons in Canada. Recent acquisitions (**It’s So Easy** and **Poshé**) also launched at this show. With constant product introductions and supportive personnel at All, this world-leading

manufacturer has seen strong double-digit growth on-going in our country. Finally, **HairArt Products** launched its **European House of Hair** line of natural virgin hairpieces and extensions in Canada. This exclusive collection of human hair wigs, integration, hairpieces and fringes, uses all virgin, unprocessed European hair in all its pieces and will fill a void in our marketplace.” Reach **Al and Leslie Peters** at TLC Sales & Distribution at 204-889-1414 or apeters@mymts.net and leslielove@mymts.net.

Peter Mazziliano, president of Southern California-headquartered **GM & Associates**, has been representing manufacturers for more than 20 years in the Canadian marketplace and has covered the Western and Southwestern territories in the United States for even longer. At the show, he was working with a number of brands that his firm represents, including the **Ego** appliance line, **Get a Grip Gloves, Seki Edge, Beauty Love, Babe Hair Extension Products** and **Dashing Diva**. **BIR** asked Peter to compare the two markets: “In Canada, there are still many strong, family-owned independent distributors that are more accessible and more open to new trends and ideas. Collectively, they provide a conduit to reach the salons with new products and lines much more quickly than in the U.S. salon market. The other major difference is trade shows.

The ABA produces a major show in each province that provides a huge reach to salon owners and independent professionals. Compared to the U.S. market, these shows are much more effective marketing tools.” Reach Peter at 800-533-8535 or peterv@gmassociates.net.

BIR’s visit to Vancouver ABA’s two-day show went by quickly. With smart regulations, ABA offers exhibitors the opportunity to play on a level field and maximize their growth opportunities. Both exhibitors and customers benefit from this and an investment in this show is worth the trip.

Reach Marc Speir, ABA executive director, at 800-268-6644 or mspeir@abacanada.com. Visit www.abacanada.com. Check out **BIR’s** show calendar for the dates of all of the ABA events.



Tabatha Coffey, star of “Tabatha’s Salon Takeover,” shares her salon success strategies.

Leo Passage, founder, Pivot Point Intl. (1936-2011)

On May 11, the professional salon industry lost a visionary, innovator, educator, mentor and friend with the passing of **Leo Passage**. **Beauty Industry Report (BIR)** shares this tribute to a man who truly made a difference.

Leo came to America from the Netherlands with his young wife of one week and created a network of hairdressing education that nearly 50 years later spans the globe. His career began at the age of 17 when he was sent to apprentice

with a family friend in Holland. He worked there five days a week, and on weekends he returned to Belgium to work in his father's barbershop. Leo's father encouraged him to compete and experiment with his skill. That led to the discovery of Leo's lifelong passion, the world of hairdressing competitions. In time, he won more than 95 competitions. He became an enterprising visionary in the European hairdressing community and soon set his sights on the American scene.

Leo began his road to success as a hairdresser in the United States with a two-year contract at a salon owned by a French expat in Evanston, IL, where he earned \$75.00 a week, \$64.35 after taxes. In just six months, Leo had two full-time assistants who helped him service 50 clients a day. Meanwhile, he taught competition training on the weekends and soon began teaching around the country. He also began teaching for product companies, at association conventions and in hotel ballrooms to packed houses with standing room only. His reputation as original, fresh and innovative grew quickly in the profession and demand for his classes continued to grow.

Building on his success as a hairdresser, competition trainer and educator, Leo opened his first salon in Glencoe, IL, and then later in Evanston. Armed with a passion for teaching and his approach to understanding the Bauhaus principles of art applied to hair, school owners also wanted to learn his system of education.



Leo Passage

From 1959 through 1962, he continued competing. In 1961, he captured the coveted titles of World Supreme Champion and Hairdresser of the Year at the International Beauty Show in New York City. In 1962, he was the youngest member of the U.S. team in Paris, France. That same year, he opened **Pivot Point Beauty School** on the north side of Chicago with five students in one classroom. As he settled in the greater Chicago area, Leo became actively involved in the **National Cosmetology Association (NCA)** and the **Chicago Cosmetologists' Association (CCA)** in order to serve their members with ongoing education and the creation of trend collections.

In almost five decades, the system of hairdressing created by Leo, along with many experts, educators and collaborators, became the gold standard. His legacy will continue to live on in all Pivot Point educators and graduates in the best salons, spas and companies in the world.



Leo loved inspiring cosmetology students.

Leo truly lived his life to the fullest and motivated everyone who knew him to do the same. He demonstrated to everyone he met around the world how to follow your heart and your dreams. Leo's humility was well known—always sharing with others without self-interest, and possessing a timeless, creative spirit as fresh on the last day as on the first.

Leo is survived by his wife **Lenie**, daughter **Corrine (John Bernin)**, son **Robert (Jaye)**, brother **Frans**, five grandchildren, many relatives and he leaves behind thousands of friends and colleagues around the world.

BIR invited some of Leo's colleagues, students and friends to share their memories.

"Leo always provided his brilliant and nurturing guidance and created an environment at Pivot Point where I, and countless others thrived. Leo saw the infinite possibilities, and he instilled this quality in all who were touched by him. I spent 16 years with Leo, many as his international artistic director. The education we received under Leo's tutelage was invaluable—someone would need to go to a four-year college today for this type of education! It was the work that we did during this time that laid the foundation for my latter career as author, writer, teacher and public speaker. A very spiritual and heart-centered man, he was as authentic as they come, and I not only feel tremendous gratitude for his mentorship, but feel so blessed to have been friends. My husband, Jim, and I would enjoy our dinners with Leo and his devoted, loving (and lovely!) wife, Lenie. We will all greatly miss Leo's enormously creative, warm, inspiring (and fun!) physical presence, but I know his spirit is with me always. Leo's legacy lives on in the millions around the world touched by his passion."

Dedicated to Leo...

In your light I learn how to love.
In your beauty, how to make poems.
You dance inside my chest,
where no one sees you,
But sometimes I do,
and that sight becomes this art.

-Rumi

—**Mary Beth Janssen**, founder **The Janssen Source Inc.**

"I met Leo in 1979 when I attended Pivot Point cosmetology school in Chicago. At the time, I had no idea that the cool guy from Belgium named Leo was the internationally renowned Mr. Passage. He was always accessible, tirelessly giving of his time and energy. As a student, that had a huge impact on me. Education is a caring and giving business. Your work does more for others than it does for you. Leo embodied that sentiment, and has influenced thousands and thousands of hairdressers all over the globe whose life's work has become their careers. —**David Raccuglia**, founder, **American Crew**

“Hard to believe someone as powerful and vibrant a personality would go so young. I worked at Pivot Point three times, starting in '67. Leo was one of my most important mentors, sending me all over the United States when I was just in my 20s and then around the world in the '70s when I returned from **Vidal Sassoon** in London. I've always looked up to Leo, someone I admired and respected. PPI was a revolution in the '60s. Leo was as important to the industry's technical and artistic growth through several decades as anyone before or after him. I will miss Leo's friendship. Educators around the world that he inspired and shaped have lost one of the greatest educational influences of all time.” —**Dwight Miller**, salon industry consultant

“My bother, **Bill**, and I owe our success in the school business to Leo Passage. When we opened our first school in Wichita, Leo took us under his wing and mentored us. Our schools would never have made it without his support. Leo has always been a friend of **Xenon's** and he will be very much missed by all of us.”—**Bob Peel, Jr.**, **Peel's Salon Services**, division of **SalonCentric**

“It's hard to think of Leo as gone. He was an absolute force of nature: driven yet charming, a tough businessman yet endlessly creative, an American success story with European values. He gave me my first job in the industry and exposed me to the wonderful hairdressers who taught me my trade. It's not an exaggeration to say that he gave me my career, along with hundreds of others, all over the world. He pushed us hard, gave us autonomy, let us fail and challenged us to succeed. In the Pivot Point alumni club are some of the leading figures of



Leo was responsible for educating thousands of beauty professionals globally.

professional hairdressing and fortunately for me, some lifetime friends. Leo gave us that opportunity to build our lives together. A once-

“He was an absolute force of nature: driven yet charming, a tough businessman yet endlessly creative, an American success story with European values.”

in-a-lifetime man: that's Leo Passage.” —**Mary Atherton**, external relations, **P&G Salon Professional**

“I didn't know Leo well, but our paths crossed often for more than 30 years. With a spark in his eye he always asked, “Where is your life going today?” and looking me in the eye, he waited for the honest answer. That was Leo in a nutshell. Connected and connecting.” —**Jody Byrne**, president, **Trends & Sources**

“Leo's ability to take people under his wing and coach and teach them, and develop them into wonderful artists, champions and industry

icons, was unbelievable. I was one of the lucky people, who 30 years ago he encouraged to be the best I could be. And I had the joy and pleasure of working on shoots, images and shows with him and his wonderful family and team. I was a kid from England who knew nobody, but he liked my work. He made me, like many others, feel special and good. His love of his family and industry will not be forgotten.” —**Joan Harrison**, publication director, **Canadian Hairdresser**

“Leo Passage was a visionary, creating a community of hairdressers committed to personal growth and development. Leo gave people an opportunity to pursue their dreams by exploring their craft and connecting people from all over the world. Through his passion for hairdressing and his sincere love of others, he was able to transform people's lives and inspire all of us to be the best we can be. Most importantly, he instilled in many of us a deep appreciation for life-long learning and a responsibility to give back to the industry we are so proud of. His imprint on this industry will never be lost, as he left it on all of our hearts.” —**Christine Schuster**, senior vice president, education worldwide, **Redken 5th Ave** and **Pureology Serious Colour Care**

“Leo's passing is the biggest loss in this industry this century. He was truly an icon in education, both as a humanitarian and a professional teacher. I will miss my friend and a professional giver to the industry dearly.” —**Mario Tricoci**, founder and vice chairman of **Tricoci University of Beauty Culture**

“Leo Passage is responsible for my cosmetology education. I entered an amateur hairstyling competition in the early '70s at Pivot Point and won half of my tuition. I couldn't afford the other half, so Leo allowed me to work part time at the school cleaning and assisting to help me pay for the remainder of my tuition. Being in his presence, I learned a tremendous amount about hair styling, but most of all, I learned that being a kind and giving professional was most important. I will always remember him as the gracious person and teacher that he was first and then as the innovative hair stylist sharing his talents with others. He was a major force and will be missed. God bless Leo Passage.” —**Andre Walker**, personal hairstylist to **Oprah Winfrey**

News continued from page 4

hair biz

Blow, a pioneer in the blow-out category, has renamed its hair product line **BlowPro** and added a new styling product to its lineup. **Body by Blow No Crunch Body Building Mousse** (5 ounces/SRP \$19.75) offers soft, sexy and touchable hair without residue or crunch, while heat-activators polish hair, build volume and add bounce with a lustrous, soft, supple finish. It contains an exclusive pure protein blend to strengthen hair and protect it from heat damage, while making it safe for all hair types. It's also 100% sodium chloride free, 100% keratin treatment compliant and is free of damaging sulfates, parabens, detergents and artificial fillers that can deplete hair and limit the life of your style. Reach **Stuart Sklar**, president, at 917-593-0448 or stuart@blowny.com. Visit www.blowny.com.

Farouk Systems is the official hair care sponsor for the **2011 Miss USA Pageant**, which celebrates its 60th anniversary on June 19. Farouk Systems will send 10 Creative Artist team members to style the 51 contestants for all preliminary events, photo shoots and during the live telecast. "From the creation of ammonia-free hair color to environmentally friendly goods, Farouk Systems continues to sit at the forefront of creative hair products fit for a queen," said **Paula Shugart**, president of the Miss Universe Organization. Reach founder and chairman, **Farouk Shami**, at 800-237-9175 or fshami@farouk.com. Visit www.farouk.com.

Redken presents **Gold Rush**—three gold-accented hair color looks inspired by the fabrics and finishes seen on the runways. The collection includes Embellished Blonde, Inlaid Brunette and Brushed Copper (2.1 ounces/list \$5.95). Reach **Corrie Turner**, director of communications/marketing, at 212-984-4360 or cturner@redken.com. Visit www.redken.com.

Jane Carter Solution offers a **Mixology Guide** of tips and tricks to make hair care routines easier, quicker and less costly. It also includes product cocktails designed to deliver weightless shine, hydrated locks and reactivated, bouncy curls with new **Curl Defining Cream** (16 ounces/SRP \$34.00). Reach **Jane Carter**, founder, at 877-424-7227 or jane@janecartersolution.com. Visit www.janecartersolution.com/mixology.

Matrix's new **Friends and Family** loyalty program provides benefits and rewards to Matrix's loyal salon professionals. Members receive education and savings—all designed to enhance their professional lives. There are two key ways to participate—annual purchases of \$2,000 welcome customers to the "Friends" level, while annual purchases of \$5,000 or more welcome customers to the "Family" level. A special Family Bond Bonus category offers double points for loyalty across the Matrix portfolio, which includes career enhancing education, including in-salon classes, Money Matters Summit business programs, Get Connected Tours, Color Mastery Academy classes and national Logics Events, as well as once in a lifetime educational experiences, such as an in-salon visit from **Dr. Lew Losoncy**, a day with a Matrix Artistic Designer or with **Logics Artist Gina Khan** or the opportunity to participate in the **North American Hairstyling Awards Experience**, and business support, including savings on gallons, treatments, travel sizes, samples, tools, accessories and Matrix apparel. As part of the Family, members receive priority listings in the www.mymatrixfamily.com salon locator; sneak peeks at new products, plus coupons and corresponding merchandising and business tips; discounts on Color Mastery and Money Matters Summit education; co-op advertising programs and additional bonus points for referring new Friends and Family members. For more details and to get involved, contact **Michelle Johnson**, senior vice president, at 800-543-3839 or mjohnson@matrix.com. Visit www.matrix.com.

nail biz

OPI adds three shades—Blue, Navy and Turquoise—to its Shatter line. With nautical hues of cobalt, indigo and sapphire, these blues provide summer nails in one simple step. Inspired by graffiti art, Shatter leaves behind a crackled, two-texture finish when painted over any dry OPI hue. In addition to the original Black Shatter, the line also includes the Shatter coat in white, red and silver. All Shatter products contain no DBP, toluene or formaldehyde (SRP \$8.50). Reach **Bill Halfacre**, executive vice president of sales and marketing, at 615-599-1815 or bhalfacre@opi.com. Visit www.opi.com.

into skin

Earthly Body launches **Dare to be Bare Shave Cream**. Rich in emollients, Dare to be Bare can be used to shave even the most sensitive and intimate areas without irritation. Hemp seed oil deeply moisturizes, is a natural healant and has anti-inflammatory properties. Dare to be Bare contains no parabens, petroleum products, mineral oil, propylene glycol, sulfates or phthalates. It is 100% vegan, drug- and cruelty-free and is not tested on animals. (8 ounces/SRP \$11.00). Reach **Georgene Smith Goodin**, sales manager, at 877-EB4-HEMP or sales@earthlybody.com. Visit www.earthlybody.com.

Lydia Sarfati, CEO, and **David Sarfati**, COO of **Repêchage**, recently embarked on a two-week trip across Asia to meet with beauty industry pros throughout Korea, Thailand and Singapore. Lydia says, "I have found that the Asian market is very mature. I haven't visited for a few years and have seen growth in the esthetics field, with the most growth in medical esthetics. Products and treatments will have to deliver clinical

results to succeed in this market.”

Beginning their tour with Repêchage distributors, **Prestige Cosmetics** in Korea, owners **Mr. S.Y. Shin, Mrs. Y.S. Kim** and **Jason Shin** discussed business strategies for the year, including the **60th CIDESCO World Conference** in July in Seoul. Lydia, honorary chairman for CIDESCO USA, took the opportunity to introduce **Prestige Cosmetics** to the president and chairman of CIDESCO Korea, **Soo-Kyung Cho**, resulting in Prestige Cosmetics sponsoring the World Congress. Lydia will also return to Korea this year to speak at the event.

In Thailand, Lydia presented the “Scientific Benefits of Seaweed” to 70 doctors from the **Pan Clinic and La Bretagne**, a medi-spa group in Thailand.

Mrs. Pattanil Laungphaitoon and **Dr. Pichit Suvanprakorn** of **PBC Marketing Co., Ltd.**, were awarded the Tiffany & Co. Presidential Award for Repêchage Distributor of the Year 2010. Lydia also visited the new **La Bretagne MediSpa Centers** and finished her trip in Thailand meeting with members of the press.

Lydia and David made their final stop in Singapore to meet with **Nicholas Poh**, director of business development, and **Kim Heong Ang**, operations director of **Oblivious**. Oblivious is one of the growing numbers of medical esthetic centers in Singapore and has six locations already carrying Repêchage and plans to open more sites utilizing the Repêchage Facial Bar concept.

Reach **Shiri Sarfati**, executive vice president, at 201-549-4200, ext. 244, or shiri@repechage.com.

sundries

Tweezerman introduces **Satin Etched Zebra Print** grooming implements in autoclave friendly, stainless steel. The collection includes the **Satin Etched Zebra Slant Tweezer** (SRP \$25.00); the **Satin Etched Zebra Cuticle Nipper** (SRP \$30.00) and the

Satin Etched Zebra Stainless Steel Clipper Set, which contains a fingernail clipper and straight-edge toenail clipper (SRP \$15.00). Reach **Maureen Beresford**, media relations manager, at 800-645-3340, ext. 122, or mberesford@tweezerman.com. Visit www.tweezerman.com.

May marked the 20th anniversary of **Product Club**. To celebrate, Product Club is offering a limited edition **Tattoo Foil** that features a tattoo design that celebrates the occasion. The pre-cut 5-inch x 8-inch sheets are available in a package of 225 sheets (list \$9.99). New **Great Grip Clips** are stainless steel clips featuring non-slip, comfort grip and are available in a pack of six clips (list \$9.95). Use for clipping foils up and away during hair color application and for sectioning hair, especially finer sections and around the hairline. Reach **Mary Albanese**, vice president of marketing, at 800-308-3588 or mary@productclub.com. Visit www.productclub.com.

Buena Park, CA, is the new corporate headquarters for **Jatai International**, the exclusive U.S. master distributor for **Feather Razor, Feather Styling Products, Feather Shears, Seki Edge Implements, Fuji Papers** and **Jatai Lucky Grip Clips**. The company recently moved into its new 8,000-square-foot headquarters. Reach **Dean Wada**, president, at 888-965-2824 or dwada@jatai.net. Visit www.jatai.net.

salon biz

Sport Clips will reach a billion dollars in haircuts this summer after franchising for only 16 years, according to founder/CEO, **Gordon Logan**. Sport Clips has more than 760 stores in 38 states serving men and boys and was recently named eighth in **Forbes’** “Top 20 Franchises to Start.” Speaking to the 1,350 attendees at the company’s largest National Huddle to date, Gordon also

announced that same-store sales were up 9% last year and up 10% over fourth quarter in the first quarter of 2011. Additionally, he expects 120 new stores to open this year. Gordon attributed the company’s growth to the strength of the franchise model and the hard work of team members. “I am so proud of our area developers, team leaders (franchisees), managers, coaches, stylists and support center professionals, who all work together to provide the best hair care experience for men and boys,” said Gordon. Highlights of the meeting included presentations by **Jody Conratt**, former University of Texas Women’s Basketball Coach; **Angus Mitchell** of **John Paul Mitchell Systems**; motivational speaker and comedian, **Joe Malarkey**, and **T. Scott Gross**, author of **Positively Outrageous Service**. Special recognition was given to the company’s support of deployed and hospitalized soldiers through its \$400,000 donation to Operation Uplink, the Veterans of Foreign Wars’ free call days program. Reach Gordon at 512-869-1201 or gordon@sportclips.com. Visit www.sportclips.com.

school rules

For the second straight year, **Paul Mitchell Schools** received 2011 Franchisee Satisfaction Awards from the **Franchise Business Review**. They were named No. 1 in the “Top 50 Franchises—Midsize Systems category” and “Best in Category—Health and Beauty Franchises.” This marks its third year at the top of the list. The company debuted in 2008 with Best in Category and No. 2 in Midsize Systems. “This award is further validation that the beauty industry continues to lead the way for legitimate and successful business models,” said dean and cofounder, **Winn Claybaugh**. View the full report at www.fbr50.com. To learn more, reach Winn at 714-444-0788 or wclaguna@aol.com, and visit www.paulmitchell.edu.

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News continued from page 21

association biz

2011 will mark the third annual **Professional Beauty Association (PBA) Beauty Week** hosted by **Cosmoprof North America (CPNA)**. Thousands of beauty professionals from every sector of the industry will converge in Las Vegas on July 30—August 2 to take part in the **PBA Symposium, the North American Hairstyling Awards (NAHA), PBA Beacon, Best Practice Club (BPC)** and the annual **City of Hope Gala**.

PBA Symposium—Be More Intelligent: Open to the entire professional beauty industry, the PBA Symposium will feature keynote speaker **Stedman Graham**, author of ***You Can Make It Happen: A Nine-Step Plan for Success***. Break-out tracks will cover leadership, increasing revenue transactions, social networking and more. Attendees can also take a tour of the **Zappos** headquarters.

NAHA—Be More Recognized: NAHA celebrates the artistry and skill of the professional salon industry. **Stan Klet, Sr.** will be inducted into the NAHA Hall of Leaders, and **Michael O'Rourke** will be honored with the Lifetime Achievement Award on Sunday, July 31. The show and ceremonies will be broadcast via free streaming video at www.hairdesignertv.com.

Best Practice Club—Be More Accomplished: By invitation only, BPC provides a forum for salon owners grossing more than \$2.5 million to discuss consumer trends, employment issues and the best overall practices that help a business thrive.

City of Hope Gala—Be More Giving: Top professionals gather in support of the **City of Hope Hospital and Research Center**. **Sara Jones**, senior vice president of **Joico**, will be honored with the Spirit of Life Award on Saturday, July 30.

Visit www.probeauty.org/beautyweek. For sponsorship opportunities, contact **Toni Davis** at 800-468-2274, ext. 3443, or toni@probeauty.org. Visit www.probeauty.org.

distributor dish

Keune Haircosmetics has added the **R. Stafford Company** to its network of independently owned distributors servicing North America. Stafford's territory includes New Mexico, Wyoming and Colorado. Reach **Robert Stafford, president**, at 800-447-0202 or roberts@rstafford.com. Visit www.rstafford.com.

Entity Beauty, Inc. has seven new U.S. distributors—**Head2Toe Beauty** in South Elgin, IL; **Hollywood Beauty Supply** in Las Vegas; **LA Nail Supply, LLC** in New Orleans; **Sunlight Nail, Inc.** in Indianapolis; **Sunshine Beauty Supply** in Sacramento, CA; **Style Innovations** in Cedar City, UT and **Twin City Nails** in St. Paul. Reach **Vicki Heller**, president/CEO of Entity Beauty, Inc., at 312-466-3973 or info@entitybeauty.com. Visit www.entitybeauty.com.

The Raylon Art of Business 10th Anniversary Seminar attracted 348 salon professionals. **John DiJulius** was the Art of Business Honoree. He is the owner of the **Jon Roberts Salon and Spa**, a group of five salons in Ohio, and the founder of the **DiJulius Group**, a consulting firm on world class customer service. John spoke about making "price irrelevant" and creating a clear service objective that gives every employee a meaningful purpose to come to work.

Megan Johnson, author of ***Generation Inc.***, spoke on improving multi-generation relationships with clients and co-workers; **Kathleen Turpel** of **Imaginal Marketing Group** spoke on maximizing the power of social media and **Gayle Fulbright** spoke on leadership vs. dictatorship. **Nicole Montecalvo Flesher** of the DiJulius Group spoke about creating and implementing a world class customer service salon experience. "Attending Art of Business the past nine years has helped us join an elite group of owners and managers totally focused on getting down to business. We've

never come back to our salon without implementing at least 5-6 new ideas gained!" said **Barb Zuhowski** and **Patti Finnegan**, owners of the **Appearance Workshop** in Tom River, NJ. Reach **Erika Hafetz**, Raylon's social networking coordinator, at 610-376-4871, ext. 1247, or erikah@raylon.com. Visit www.raylon.com.

Brandon Ranney, Creative Salon Concepts vice president/general manager, provided this update, "We are very excited about the opportunity to distribute **Keralyze** in the New Jersey, New York, Connecticut, Pennsylvania and Northern Delaware markets. Keralyze brings a great deal of research and development to the category of corrective hair care. The principals have a strong business and marketing plan to drive the brand for strong industry and consumer awareness and ultimate success. Creative Salon Concepts is a boutique distributor focused on luxury brands for salons. We treat our customers as our business partners, teaching them a proven, practical approach that sets them apart from competing salons and retail establishments. We assist our clients with everything from marketing, merchandising and staff and client retention to the creation of customized business plans and business-building practices." Reach Brandon at 800-551-8711 or brandon@cscbeauty.com. Visit at www.cscbeauty.com.

John Donato's Artist Choice is distributing **Nick Arrojo's** product line in Canada. Distribution begins in Ontario with the rest of the provinces soon to follow. Mirroring the U.S. program, Artist Choice offers salons the option of two intro packages, complete with reward dollars that can be redeemed for education and/or back-bar products. As an added bonus, the education dollars can be used at the **Arrojo Academy** in New York City and at the **Artist Choice Studio** in Toronto, where Nick and his team will host hands-on educational seminars. Reach John at 905-566-5900 or info@artistchoice.ca. Visit www.artistchoice.ca.

Esthetics Plus will distribute **Novalash** throughout British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, New Brunswick, Nova Scotia and Newfoundland. Reach **Stacey Johnson**, president of Esthetics Plus, at stacey@epbeauty.ca. Visit www.epbeauty.ca.

rep rap

Changes in territories at **The Kirschner Group: Rich Mucha** is now responsible for Minnesota in addition to Illinois, Indiana, Michigan and Wisconsin. **Donna Young** covers Northern Missouri, Northern Kansas, Nebraska and Iowa, in addition to select national accounts. **April Poster** manages Southern Kansas, in addition to Oklahoma. **Heidi Ross** is responsible for Southern Missouri, in addition to the Store Support Program. Reach **Jane Caris**, vice president of sales, at 800-328-4353 or jane@kirschnergroupp.com. Visit www.kirschnergroupp.com.

Steve Karlin, president of **Karlin Sales & Associates, LLC**, shared this business update with **BIR**: "Our business was up 7% last year, and so far we are continuing to grow, with business up 11% for the first three months of 2011. My nephew, **Shawn Levey**, has joined our organization. He has 10 years of sales experience and loves his new gig. **Diane/Fromm, Dream World** and **Lilique/Esthetics Plus** are all lines on the move featuring excellent new items and promotions. Our sales force now has six people on the street making direct sales calls on the entire Korean and Hispanic OTC market, servicing 750 beauty stores and distributors covering the entire Northeast territory. My 34 years of experience calling on the market have enabled me to develop an outstanding relationship with our valued customers. We have the most diverse clientele in the territory by far." To learn more, reach Steve at 516-635-4910 or ssk12955@aol.com.

show biz

Mark your calendar for the **Image Expo**, July 10-11 in Houston. According to **Keith Bryant**, vice president, "Image Expo's main focus is on education. As a beauty professional, building a foundation of education builds your credibility and professionalism." The show offers more than 200 exhibitors and 200 seminars and workshops covering hair, nails, salon, spa, massage, business development, brand development and product training. Reach **Mary Kellum** at 512-249-5303 or mary@theimageexpo.com and visit www.imageexpo.com.

hook ups

TSG Consumer Partners, LLC (TSG), an investment firm focused exclusively on branded consumer products, has purchased **Sexy Hair Concepts**. Founded in 1998, Sexy Hair Concepts markets hair care products distributed through professional salons. "Sexy Hair is one of the fastest growing hair care brands in the professional beauty industry and is sold in approximately 60,000 professional salons worldwide. The company has outperformed the market over the past two years, achieving 30% year-over-year growth in the first quarter of 2011," says **Brian Krumrei**, principal of TSG. "We are especially pleased to partner with the company's experienced management team, led by **Karl-Heinz Pitsch**, president/CEO, and are enthusiastic about the company's potential." Adds **Karl-Heinz**, "For Sexy Hair, emerging with a strong and knowledgeable partner like TSG Consumer Partners is ideal. TSG has the expertise and support to help us pursue inherent growth opportunities based on continued dedication to top-quality products, education and a lot of fun." Reach Brian at 212-265-4843 or bkrumrei@tsgconsumer.com. Visit www.tsgconsumer.com.

charity

Kasho Shears has partnered with **Redken** and **The Salon Professional Academy Franchise** to raise funds for cancer patient services. In 2010, Kasho created 400 pink versions of its popular folding razors that were sold at The Salon Professional Academy Franchise's locations. Kasho pledged to contribute \$30.00 to cancer patient services for each razor sold. That program raised \$12,000 for cancer research. The funds will go to the Illinois Division's Patient Navigation Services program. "The program was a huge hit with our students," says **Shane Bailey Krier**, senior vice president of student placement and products at The Salon Professional Academy Franchise. "They were able to get a unique version of Kasho's folding razor at a great price, while also supporting a great cause!" Reach **Gary Cogan, KAI/Universal Group**, 323-589-2600 or garyc@universalgrp.com. Visit www.universalgrp.com.

eraser time

Last month in our exclusive reports from **America's Beauty Show (ABS)**, produced by **Cosmetologists Chicago (CC)**, and the **International Salon & Spa Expo, produced by the Professional Beauty Association (PBA)**, **BIR** reported that the **PBA** "made an offer to CC to merge/acquire its show and was turned down." However, in a letter dated April 9, 2010, CC president **Frank Gironda** and CEO **Paul Dykstra** told ABS exhibitors, "PBA has never provided us with any formal business plan for a relationship between the two groups, or how CC could benefit from such an arrangement...in return for CC's sharing its years of brand equity with PBA." To the best of **BIR's** knowledge, PBA has not made an official offer to CC. We apologize for the error.



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

After 37 years in the beauty industry, **Vanessa Solomon**, world president of **Colomer—Multicultural Group**, will retire, effective July 1. "I have been very fortunate to have met and worked with wonderful people who have helped shape my career over the years, and I will be forever indebted to you all. I would like to thank them all for their support, especially over the last seven years with the Colomer Group. Thank you, and may our paths cross again."

last minute blasts

When stories began circulating about the plans of **Jim Markham**, founder of **PureOlogy Serious Colour Care** and **ABBA, BIR** went directly to Jim to get the first-hand scoop. "Despite rumors to the contrary, I am not joining **Sexy Hair Concepts**," he shares.

"That decision was based on a number of lifestyle reasons, but primarily because my wife, **Cheryl**, and I have a passion for the luxury color care market. Rather than dilute our efforts, we want to focus on bringing to market the finest, highest performing formulas I have ever created using new technologies that were not available even a few years ago." To learn more, reach Jim at 949-715-0490 or admin@jimmarkham.com. Visit www.jimmarkham.com.

MarketWatch reports that **CVC Capital Partners** is planning to sell **The Colomer Group**, a manufacturer and distributor of hair care and nail products. Based in Barcelona, The Colomer Group distributes beauty products, including **Revlon Professional**-branded hair care products, **American Crew, ABBA, Creative Nail** and **African Pride**, to salons and stores in more than 100 countries. CVC bought The Colomer Group 11 years ago from Revlon, Inc.

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