

BIR

The Beauty Industry Report

A MONTHLY NEWSLETTER FOR EXECUTIVES IN THE PROFESSIONAL BEAUTY BIZ

APRIL 2009
volume 12 issue 4

20 pages!
BONUS
ISSUE!!

Guest
Columnist

Stop the Insanity

By Warren Peskin

It is no surprise to the readers of this article that our salons and spas are challenged when it comes to creating and managing a successful retail sales program. While sales in a few categories, such as thermal appliances, are growing, sales of most product categories are stagnant at best.

We continue to discuss the reasons behind this decline in retail sales. For example, products once exclusive to salons are no longer exclusive. Clients are visiting salons fewer times during the year and are picking up their products elsewhere when they run out. If we want our customers to have healthy, profitable businesses that can give them the lives they deserve, we must ask ourselves, "How can we as manufacturers and distributors help salons and spas bring those dollars back to our industry?"

Because other retailers have the same products, we must help the salons find, or from my point-of-view, re-discover their unique point of difference—their expertise and how that translates into their professional recommendation.

We also know that today, clients visit a place of business for the "experience" and not just the end result, i.e. the hair cut, color, facial or manicure. So a very specific way we can help the salons gain back retail dollars is to help them also rediscover another important unique point of difference—the salon experience they create and their relationship with their clients that grows from that positive experience. Even with appointment stretching, the professional stylist is seeing her clients six to nine times per year. Over that time, quite a relationship can be built and strengthened with that many opportunities to create a memorable experience.

We taught beauty professionals to make

Stop the Insanity. . .cont. on p. 2

BIR Highlights

Watch List: Hipertin	2
Lafayette Jones' Multicultural Report	5
Number 4 High Performance Hair Care	6
BIR reports from NEBRA 2009	8
A tribute to a legend: Stanley Wild	10
It's a family affair at White Sands	11
SREC/MACE caters to spas	12
BIR Reports from Natural Products Expo	13
Sexy Hair names Karl-Heinz Pitsch as CEO/president	20

VISIT US ONLINE
www.bironline.com and
check out BIR's 2009
Show Calendar

This is your industry's newsletter, make it your newsletter. Let me know what works and what doesn't!

Mike Nave, editor
Phone: 818-225-8353 • Fax: 818-222-7828
Email: mike@bironline.com

Mane Street

by Mike Nave
EDITOR



In the first three months of the year, BIR has covered eight trade shows, from every one of the majors to the Los Angeles Spa and Resort Show, NEBRA and Natural Products Expo West. You'll find our exclusive reports in this issue.

We also chatted with Rick Hogue, Toni Wells and Juan Carlos Obando to find out about the unique Number 4 luxury hair care line. In addition, Noel Salas, a member of the family that created the White Sands professional hair care brand, gives us an update on how that company has been rapidly growing its distributor base.

Finally and sadly, with the passing of Stanley Wild, the professional beauty industry lost a true industry icon. BIR proudly honors this leader's career by presenting comments from a number of his close friends and business colleagues.

Regards,



If you are reading someone else's BIR, or a photocopy, you are tampering with the BIR karma, BEWARE

SREC/MACE caters to green, resort, medical spas

On February 21-22, the **Spa & Resort Expo & Conference/Medical Aesthetics Conference & Expo (SREC/MACE)** returned to the Los Angeles Convention Center. Later in the year, the East coast SREC/MACE edition exhibits at Javits Convention Center in New York, September 15 -16, and is co-located with the **HBA Expo**. The compact show floor featured 150 companies grouped together in three categories: Green Spa, Spa & Resort and Medical Spa. The largest exhibitor was local **Bella Spa & Salon Distributors**. The other major spa brands with large booths included **GI Minerals, Pevonia, Revitalash, Youngblood Mineral Cosmetics, GM Collins and CBI Labs**.

SREC/MACE is a user friendly show. The press room, sponsored by Pevonia, was spacious and the people working the room were very helpful. BIR was impressed with the official show directory, which provided complete information on each of the exhibitors, a listing by product categories and a new products showcase complete with picture, description and booth number. In addition, show management provided a 20-page discount buyers guide that listed discounts from 10 to 50%.

I chatted with first time exhibitor **Geri Gagnorio**, founder, CEO and creative design director for her **Geri G Cosmetics and Geri G Skin and Body Company**. Geri, who is a professionally trained makeup artist and esthetician, told me about **Mixer**, a patent pending cosmetic skin care enhancer and the "ultimate multi-tasker" of makeup. It mixes with any cosmetic to give women the ability to create their own signature look, feel and attitude when applying their makeup. The Geri G. Mixer invisibly enhances any base, cream or powder to glide like silk, hydrate the skin and last all day into night. Just one pump transforms mascara into fuller eyelashes, powder into instant concealer, eye shadow into long lasting, soft, creamy shades and blush into a natural, dewy look. The Mixer Kit contains .5ml Mixer, **M Brush** with slant edges and angles for flawless application, a mixing spatula and instructional booklet (SRP \$75.00). Reach Geri at 866 -791-9984 or geri@gericosmetics.com.

At the **MBeze** (pronounced embeez) natural skin care and cosmetics booth, I met **Mary Beth Worzella**, founder and CEO, who gave me an overview on her chic new product line that's made with natural and organic ingredients, as well as cruelty-free and made in the USA. The **Deodorettes** are mini (0.30 ounce) deodorants that easily fit in any clutch, purse or even your pocket (SRP \$10.00). **Dabber Dust** is a healthy alternative for underarm wetness control that is aluminum free. The product is a 100% natural mixture of white kaolin, clay, arrowroot powder, baking soda and zinc oxide (0.30 ounce/SRP \$6.00). The other three skus in the line are **Body Oils** (8 ounces/SRP \$16.00), **The Body Mists** (4 ounces/SRP \$15.00) and the roll-on **Oil Perfumes** (0.34 ounce/\$30.00). The product line is available in eight fragrance collections with catchy names, including, "Aim To Be Pleased," "Once Bitten" and "Koko Haze." Reach Mary Beth at 715-297-8642 or mb@mbeze.com.

Wine Country Naturals is an all natural skin care product line made in Novato in the Northern California wine making region. Products, made from wine grapes, are being sold in a number of winery tasting rooms and the company is seeking to expand into spas, salons and beauty stores. The line consists of **Chardonnay Pear-Essence Body Butter**, a dense, rich all-over body butter with the scent of pears and Chardonnay wine grapes (4.6 ounces/SRP \$22.00); **Chardonnay Honey-Essence Hand Lotion**, a non-greasy liquid that smooths over and absorbs quickly into your hands, providing fast and long-lasting relief to dry, cracked skin (8 ounces/SRP \$20.00); **Zinfandel Currant-Essence Mud Masque**, a creamy, all natural rich mud mask that cleans and removes excess dirt and oil from pores, gently exfoliates dead skin cells and excess sebum and encourages radiant, more even-toned and younger looking skin (4.6 ounces/SRP \$18.00). In addition, **Cabernet Plum-Essence Salt Scrub** washes away dead skin cells with this earthy, deep, lush scrub with undertones of rich cabernet. Highly concentrated wine grape extract exfoliates and hydrates the skin. Sea salt leaves the skin smooth and refreshed (2 ounces/SRP \$24.00).

The complete product range contains grape seed oil (nourishing, moisturizing), grape seed extract (anti-allergenic, anti-inflammatory, antioxidant), wine grape juice extract (revitalizing) plus other natural ingredients specific to each product. Large sizes are available for spa services. Reach **Sue Redenbaugh** at 415-450-5215 or sue@winecountrynaturals.com.

B&C Skin Tight is a collection of nine products that address specific problems of razor bumps, ingrown hairs, razor burns, acne and bikini bumps. BIR chatted with **Clint Jackson**, president of the firm that is a category leader in the multicultural market, and he told me the line is expanding into the general market. Products include **Razor Bump Ointment, In-Grown Hair and Razor Burn Crème, Cocoa Butter Moisturizer, Vitamin A&E Night Crème, Mixed Fruit Moisturizer Night Crème, Clearing Cleanser and Skin Tight Roll-On**. SRPs range from \$12.00 to \$28.00. Reach Clint at 888-787-0144 or cijack@cs.com.

At **Bella Spa & Salon Distributors**, assisting senior vice president **Cynthia Heisser** were **Ken and Diane Templeton** for **Conair Corp's BaByliss** styling tools and **Satin Smooth** spa and depilatory products; **Jeff Delger**, sales rep for **Gregg Dawson & Associates**; and **Gail Johnson**, the creator of **ONE**, the multi-function skin care product. Reach Cynthia at 866-588-8884 or cynthiaheisser@hotmail.com.

Rozgé Cosmeceutical, the firm that manufactures and markets innovative beauty products, was exhibiting its branded products, including **Renew Eye Care, GrowFast and Hair Clinic**. **Mary Ershadi**, company executive, told me that in addition to its branded products, the company does a great deal of business in custom formulation and private label and has been an FDA rated manufacturer since 1998. Their facility formulates products in skin, body and hair care, along with cosmetics products that promote eyelash and eyebrow growth. Reach Mary at 818-885-1910 or mary@rozge.com.

For more information, contact **Mike Johnson**, director of industry development for **Reed Exhibitions**, at 877-271-6789 or email him at mjohnson@reedexpo.com.

