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THE  
BEAUTY  
INDUSTRY  
REPORT

guest  
columnist

## Politics matters—It's time to get involved

By Gordon Logan

A MONTHLY NEWSLETTER FOR EXECUTIVES IN THE PROFESSIONAL BEAUTY BIZ

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BIR's 2012 BIG! Show Calendar Coming Soon!

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

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## Mane St.

by Mike Nave

EDITOR



With the major shows over for the year, this month, we take the opportunity to report from events that might not be on your calendar

to give you an insider's view deeper into your industry. I believe you'll find our coverage of the **International Congress of Esthetics and Spa, Beauty Fair** in Sao Paulo, Brazil, and **Intercoiffure's Fall Atelier** quite interesting.

In addition, we interviewed **Larry Gaynor**, president/founder of **tng worldwide**, a unique distributing powerhouse; checked in with **Belson's Tom Gebhart** and caught up with **P&G Salon Professional's** educational powerhouse, **Fabio Sementilli**.

With Thanksgiving approaching, I want to give my heartfelt thanks to you, our readers and the people in the wonderful beauty industry, for giving me the opportunity to share my perspective with you every month and for you sharing your thoughts in return.

Regards,

Being active politically is something many of us view as something other people do, not something we think we can be effective doing. However, when you think about the huge impact state and federal legislation, rules and regulations have on our industry, we must re-think our willingness to get involved.

At the federal level, we are affected by numerous rules and regulations; for example, the chemicals we use every day. Rules and legislation that affect employment costs have a disproportionate effect on our industry, given the labor-intensive nature of our businesses. Bank rules and regulations can affect our ability to obtain funding for growth. Department of Education rules and regulations have a major impact on schools, especially the ability of our future professionals to get loans and grants to pursue their dreams.

At the state level, testing/licensing requirements can help or hinder the ease of entry into our profession. Transferring a license between states can be a nightmare for stylists; having to wait months to become properly licensed can result in stylists going "underground" or dropping out of our industry altogether. Unnecessarily intrusive rules can make opening a salon (or school) difficult, directly affecting our ability to grow.

How can we get involved? At the state level, find groups who are actively working to improve the system. An excellent example is the **Professional Beauty Federation of California**, which has been very successful in reforming the system there. At the very least, get on the mailing/email list of your state agency and make a point to attend the meetings. Voice your concerns at the meetings, and get to know the board members. Most people don't take the time to

and assisted the company's growth as a sales director. Terry and I also worked at **Joico** together where he was the vice president of sales. Terry joined **Hempz Products** several years ago as its president." You can send condolences to his family via email at [aterrywebb@msn.com](mailto:aterrywebb@msn.com).

**Ken Cassidy**, founder and president of **Kassidy Salon Management Consultants**, died on October 11. He was a very positive advocate and spokesperson for the professional salon and spa industry. His 40-year career included stints as a licensed hair designer, salon owner, educator and consultant. His company offered seminars, videos, tapes and guidance on front desk operations, retail programs, booth rental structures, legal structures, employee relations and salon management issues. He was a featured speaker at many trade shows. He was actively involved in politics to support and protect the professional beauty industry. Ken unselfishly dedicated his career to helping others succeed. His often published mission remained, "To promote, empower and expand growth in the professional cosmetology industry through informative education, expanding roles played by the salon and spa owners, employees, independent contractors, booth renters and the retail sales force that play an important part in today's industry!" Ken was a member of the **Professional Beauty Association**, **Day Spa Association** and **National Cosmetology Association**. Visit [www.kassidys.com](http://www.kassidys.com).

**Laurie Morgan**, who worked for the sales organization prior to it being sold, sent this announcement, and it was inadvertently misplaced. **Raymond Perlman** passed away July 28. Ray began his career as a beauty industry sales representative with the **Rayette Company** in 1945. In 1947, he left Rayette to start **Perlman Brothers**, a Midwest manufacturer representative sales agency, with his brother, **Leon**. After several successful years, Leon retired, moved to California and shortly thereafter, Ray took in a new partner, **Sol Froehlich**. That

partnership lasted for several years, and they took in another partner, **Tom Redmond**. Sol retired a number of years later, and the company became **Perlman Redmond**. Tom left in 1978. Ray was very active in the **Beauty & Barber Supply Institute** and was the first manufacturer's rep elected to its board. Ray was well known for reaching out to everyone in the industry and his great generosity. He retired in 1999, selling the firm to **Harlan Kirschner**, president of **The Kirschner Group**. Ray was a pillar in his community, active in philanthropies, remembered for his humor and a wonderful friend. He is survived by his wife, **Franzi**; her daughter, **Cerise**, and son, **Murray**.

## who's looking for what

**Paul Mitchell** is expanding its marketing department to meet the demands of double-digit growth and brand expansion. Candidates must have a track record of producing strong results and a history of creating innovative concepts. This position is based in Beverly Hills, CA, in a positive, motivating and rewarding work environment. Compensation includes salary commensurate with experience, highly competitive benefits and a profit sharing program. Send resume to **Robert Yates**, senior vice president, global marketing, at 310-248-3888 or [roberty@jpms.com](mailto:roberty@jpms.com). Visit [www.jpms.com](http://www.jpms.com).

## hair biz

**Kenra Professional** introduces **Matte Texture Putty**, a styling product with a medium flexible hold that allows you to rework your hair into whatever texture you choose without shampooing. Use it to piece

out a pixie or men's textured cut or to provide lift and support or define layers in medium or long textured styles. It softens and moisturizes the hair with every application, leaving it touchable—never stiff or sticky—with a matte finish (2 ounces/SRP \$16.00). Visit [www.kenra.com](http://www.kenra.com).

New from **Zerran** is **Radiant Finish Diamond Mist**, a spray shine finisher formulated with diamond micro-particles. Feather-light ingredients and vegan moisturizers, scented with extracts of ylang ylang and true myrtle, add glossy sparkle without weight or glitter (4 ounces/SRP \$24.00). Reach **Cindy Van Steelandt**, marketing director, at 800-626-1921 or [cindy@zerran.com](mailto:cindy@zerran.com). Visit [www.zerran.com](http://www.zerran.com).

**Simply Smooth's** publicity program is paying off. The company appeared in **Women's Wear Daily's** "Playing It Straight At Home" and then **LX-NBC TV's** "The Next Wave of Keratin Products," during which independent chemist **Ron Robinson** was quoted as calling the product, "one I really like." Next, on **vogue.com**, photo editor **Desiree Rosario-Moody** wrote, "I think this product is exceptional for an instant boost between professional straightening treatments." The big news came when hairdresser **Bryant Renfroe** featured it on **ABC's "The View!"** Bryant used **Simply Smooth Touch of Keratin** on a model and talked about the safety of the products. Next, by partnering with **Red Carpet Events LA**, which hosted a **2011 Post Daytime Emmy Awards Style Lounge**, **Simply Smooth Keratin Replenishing Magic Potion** was featured in a gift bag. It also was gifted to 500 Hampton vacationers over the summer. In exchange for their name, e-mail address and phone number, recipients reserved a code via text to receive a Simply Smooth pouch filled with summer hair care essentials for hydrated and healthy shiny hair. To learn more, reach **James Hobart**, senior vice president of worldwide sales, at 213-276-4588 or [cybercrossroads@pacbell.net](mailto:cybercrossroads@pacbell.net). Visit [www.americanculture.com](http://www.americanculture.com).

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## distributor dish

**Global Spalon Distributors** is now open as a new regional distributor covering Alabama, Georgia, Tennessee and Arkansas. Led by **Thea Sterling**, director of sales; **Gregory Jones**, director of marketing; and **Gregory Minard**, director of operations, the team provides a diverse and multicultural company offering education and promotional opportunities. They represent **All-Nutrient Haircolor, Crisace Hair Extensions, Hair Feathers, Crystals & Flairs, Jane Carter Solution, Liquid Keratin** and **Black Velvet Gloves**. Based in Birmingham, they are also now looking for regional salon sales consultants and freelance educators. Reach Thea at [thea@globalspalon.com](mailto:thea@globalspalon.com) or 901-387-8636. Visit [www.globalspalon.com](http://www.globalspalon.com).

With heightened concern regarding the release of formaldehyde from hair smoothing treatments, **Zerran Reallisse**, the vegan, formaldehyde free, semi-permanent hair smoothing system is generating international attention. The company has appointed **JGR UK Distributions Ltd.** of Cheshire, England, headed by principal, **Eddie Renda**, as master distributor for Zerran throughout Europe. European distributors have been signed in Malta and Holland. **Salon Services Ltd.**, located in Swatar, Malta, will handle distribution in Malta while **People 4 BV**, based in Zaandam, Holland, will distribute Zerran in The Netherlands and Benelux Economic Union (Belgium, Netherlands and Luxembourg). The newest U.S. distributor is **Island Beauty Supply**, based in Honolulu, with additional locations on the Big Island, Kauai and Maui. Reach **Grant Samples**, director of distribution operations, at 818-897-5494 or [grants@zerranhaircare.com](mailto:grants@zerranhaircare.com). To learn more about Zerran's products, visit [www.zerranhaircare.com](http://www.zerranhaircare.com).

**Jeff Caudell**, owner/president of **Moda Salon Supplies**, tells **BIR** that his company moved its warehouse and opened the new MODA-vention Center, offering ongoing education with an artsy industry feel. It now has six distributor salon consultants covering Georgia, South and North Carolina for **IT&LY Hairfashion, Evo, Sojourn, REF, Retro Hair, Balmain Extensions, Sunpure** and **Keralyze**. Reach Jeff at 678-797-0615 or [jcaudell@modasupplies.com](mailto:jcaudell@modasupplies.com). Visit [www.modasupplies.com](http://www.modasupplies.com).

**Entity Beauty, Inc.** has appointed eight new U.S. distributors. They include **Boulevard Nail Supply** in San Diego, CA; **Four Seasons Beauty Supply** in Portland, OR; **Lebelle** in Chamblee, GA; **Monique Beauty Supply** in Houston; **Senter Nail Supply** in San Jose, CA; **Starlight Nails and Beauty Supply** in Springfield, NJ; **T Spa and Nail Supply** in Austin, TX and **VNT Nail Supply** in Wyoming, MI. Reach **Vicki Heller**, president/CEO, at 866-288-4600 or [info@entitybeauty.com](mailto:info@entitybeauty.com). Visit [www.entitybeauty.com](http://www.entitybeauty.com).

## store biz

**Scott Kenig**, a member of the **Ricky's NYC** founding family, provided this update on the company's expansion plans. "Ricky's NYC is spreading its wings! The NYC-based beauty store chain is going national through the top malls in the country. We are in talks with mall management to bring our funky, irreverent brand first to local malls then to branch out to regional malls. We have hired a major design firm to design a prototype, so we can roll out all corporately-owned stores in multiple units. We have also started partnering with top hair care, skin care, cosmetics and fragrance brands to breathe some new life into this market. Visit our website to watch the growing number of brands that will be available throughout our chain. The new stores will operate a funky

salon called **Revolver**. Also, we are retrofitting our older stores with salons as we renew leases. Look for the East Coast rollout to begin in 2012, followed by expansion to the West Coast the following year." Reach **Todd Kenig**, CEO, at 212-352-8545 or [tkenig@rickys-nyc.com](mailto:tkenig@rickys-nyc.com). To learn more, visit [www.rickys-nyc.com](http://www.rickys-nyc.com).

## rep rap

**The Kirschner Group, Inc.** will represent **Malibu C** hair, scalp and skin care to distributors throughout the United States and internationally. Malibu C will also be a part of the Kirschner Store Support Program, which offers education and hands-on merchandising support for distributor stores. Reach **Harlan Kirschner**, president, at 800-527-8645 or [harlan@kirschnergroupp.com](mailto:harlan@kirschnergroupp.com). Visit [www.kirschnergroupp.com](http://www.kirschnergroupp.com).

**J. White and Associates** is representing **Podz Eyewear** (protective tanning eyewear), **Dr. Sun Rx** (vitamin D-based tanning products), **ONE** from **True Promise Beauty** (a 10-in-1 multi-treatment facial cream), **Norvell Tanning** professional and retail sunless tanning and **Lice Detectives** (an all-natural line of lice removal and repellent products). Reach **Kristal White**, principal, at 704-771-4147 or [kristelwhite@aol.com](mailto:kristelwhite@aol.com). Visit [www.jwhite-assoc.com](http://www.jwhite-assoc.com).

**John Mulgrew**, managing director for the **Grooming Lounge**, a men's product line, announces a partnership with **CFN Sales & Marketing** for representation in the Midwest, Northeast, Mid-Atlantic and Southeast. Reach John at 303-902-0111 or [jmulgrew@groominglounge.com](mailto:jmulgrew@groominglounge.com). Visit [groominglounge.com](http://groominglounge.com).

**John Madia's Van Nest Coleman** team is now representing the **Dr. G** brand (as well as other items offered by **Pacific World Corporation**) in the 13 western states. Reach