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THE BEAUTY INDUSTRY REPORT

A MONTHLY NEWSLETTER FOR EXECUTIVES IN THE PROFESSIONAL BEAUTY BIZ

guest columnist

How a DSC can write \$2 million a year

By Phil Fennell

Of all the current challenges salon and spa owners face, the “new economy” might be the most perplexing. Psychologists tell us “new economy” is the better way to say “bad economy,” so we don’t get so depressed. I’m not quite sure how well that’s working.

The game is the same! Salons still need to attract new clients, retain them, have them come in as often as possible and spend the greatest amount of money possible. That hasn’t changed. However, the rules of the game have changed, primarily stemming from the vast and re-directed “value perceptions” of the salon clients.

Now more than ever, salon owners desperately need their distributor salon consultants (DSC) to share solutions and strategies to help them run their businesses more effectively and profitably. Out of need comes opportunity, which can open the door for a re-emergence of “consultative sales.”

In addition, the conventional sales approach is often seen by salon owners as ranging from high pressure to casual order taking—neither of which builds relationships nor significantly increases sales. You might get a bit more shelf space temporarily with the monthly deal sheet, but the owner is typically swapping dollars for dollars. For the DSC, it’s shelf space you might lose next month against a competitor’s deal sheet.

Why is consultative selling more important than ever? Ask DSCs what their outlook is for their sales growth in 2012, and I doubt you’ll get a very pretty picture.

On the other hand, I personally know one DSC who some time ago wrapped his head around a truly consultative sales approach, put it into action and has never looked back. Currently, he writes more than \$2 million a year with only 23 accounts.

Write \$2 million a year...cont. on p. 2

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CHECK OUT BIR’S 2012 BIG! Show Calendar!

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

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I invite you to connect with me on Facebook and follow me on Twitter@MikeNave

Mane St.

by Mike Nave
EDITOR



Beauty Industry Report (BIR) ends 2011 with another packed issue. For starters, we take a look back and then into the future of the

industry with **L’Oréal USA Professional Products Division’s** president, **Pat Parenty**. **Jim Markham** unveils his new product line, **ColorProof**. We also spotlight **Research In Beauty’s** **Massimo Quartararo** and **Eyal Uzana**, and their formaldehyde-free keratin treatment. Finally, **BIR** reports from the **Paramount Runway Show** and **ISPA**.

Speaking of looking ahead, **BIR’s BIG 2012 Show Calendar** is packed full of events that this reporter just can’t wait to attend!

Finally, we extend our best wishes to **BIR’s** subscribers and the entire professional beauty industry for happy holidays and a healthy and prosperous New Year. We look forward to celebrating the success of our industry together in 2012!

Regards,

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IT&LY Hairfashion launches **Advanced Color Protection (A.C.P.)**, a cleansing system formulated to extend the life of hair color. It includes **A.C.P. Shampoo** (10 oz./SRP \$7.30), **A.C.P. Chelating Treatment Shampoo** (10 oz./SRP \$14.60) and **A.C.P. Conditioner** (10 oz./SRP \$12.08). Products are also available in a 32-ounce back bar size. Reach **Richard Zuckero**, director of sales and marketing, at 800-621-4859 or itly2@aol.com. Visit www.italyhairfashion.com.

Liquid Keratin has expanded its original focus in the home hair treatment market to a new treatment line exclusively for salons. The new **Liquid Keratin Professional Restorative Smoothing Treatment** (35 oz./list \$350.00) is certified formaldehyde- and aldehyde-free, lasts for 10 to 16 weeks, contains no thio, sodium hydroxide, guanidine or scents and does not burn. It straightens, smoothes and nourishes hair and enhances shine. To prolong and improve the results of the professional treatment, Liquid Keratin offers **Keratin Infused Healthy Hair De-Frizz Shampoo** (6.6 oz./list \$27.00), which is paraben- and sodium chloride-free and fights the effects of UV radiation against color treated hair. For oily hair, the **Keratin Infused Volumizing and Revitalizing Dry Shampoo** with keratin and lipid complex (4 oz./list \$29.00) absorbs excess oils and odors, fights frizz, lifts hair and adds luster. For deep conditioning, the **Keratin Infused Deep Conditioning Oil** contains argan and baobab oils, is rich in vitamins and anti-oxidants and helps restore, moisturize and regenerate dry hair. **Keratin Infused Shine and Moisture Renewing Dry Conditioner** (4 oz./list \$29.00) improves dull hair, normalizes scalp sebum, eliminates excess oils and smoothes and rehydrates hair. **Keratin Sealing Shine Serum** (1.7 oz./SRP \$29.00) seals keratin protein into hair, enhances shine, protects treated hair from sun damage and contains no parabens and sodium chloride. Reach **David Alice**, president/co-founder, at 866-351-5474 or info@liquidkeratin.com. Visit www.liquidkeratin.com.

For the holidays, the **Scruples Holiday Trios** allow you to give the gift that never goes out of style. The **Scruples Pearlscriptions Color Care Trio** includes **Renewal Colour Retention Shampoo** (12 oz.), **Renewal Colour Retention Conditioner** (8.5 oz.) and **High Definition Shaping Spray** (10.6 oz./SRP \$ 19.95). The **White Tea Luxury Trio** includes **Sulfate Free Restorative Shampoo** (12 oz.), **Soothing Daily Conditioner** (8.5 oz.) and **Embrace Luxury Hold Hair Spray** (8 oz./SRP \$24.95). Reach **Tracy Liguori**, co-president/marketing, at 800-457-0016 or tracy@scrupleshaircare.com. Visit www.scrupleshaircare.com.

INOAR Moroccan Keratin Hair Treatment straightens damaged and curly hair with keratin, white clay and cocoa oils, while removing pollutants and chemical residues. The **Keratin Maintenance Kit** combines a cleansing shampoo, anti-volume formula and leave-in anti-frizz finishing conditioner (three 8.45-oz. bottles/list \$49.95/sale priced at \$39.95). Reach **Ken Ninomiya**, director of sales and marketing, at 786-453-3300 or info@inoarprofessional.com. Visit www.inoarprofessional.com.

Lakme USA adds two products to the Master series. **Master Care Scalp Protector** (100 ml flask/SRP \$8.25), enriched with vitamin F, W-6, gamma linoleic acid and anti-oxidants, and **Master Care Stain Remover** (100 ml flask/SRP \$7.50), which is sulfate-free with eucalyptus essential oil and natural surfactants. **Teknia's** color shampoos (10.2 oz./SRP \$12.00) and treatments (8.50 oz./SRP \$15.00) have added **Ultra Brown** to the series, formulated with cocoa extract, an antioxidant to protect the hair from UV rays and environmental stresses while maintaining color intensity. All products in the Teknia line are paraben-, PEG- and mineral-oil free. For information on distribution opportunities, reach **Joe Mastalia**, president of **DePasquale Salon Systems**, the exclusive importer and distributor of Lakme USA, at 800-724-4247 or joem@depasqualeco.com. Visit www.depasqualeco.com.

The **Farouk Royal Treatment by CHI's White Truffle Foundation** is a hair touch-up treatment with a white truffle and pearl complex and nano reflectors for amazing shine and shimmer. White truffle is rich in vitamin B, which promotes strength and elasticity. Pearl has a combination of 22 amino acids and holds moisture three times longer when applied to hair. It keeps the cuticle tight and smooth, reflecting incredible shine. The multi-tasking smoother turns double agent as a cuticle softener and body highlighter for legs, collar bone and décolletage (5 oz./SRP \$25.00). To learn more, reach **Gregg Emery**, president, at 800-237-9175 or gemery@farouk.com. Visit www.farouk.com.

Zerran International's non-keratin/non-formaldehyde **RealLisse** made the pages of the **Los Angeles Times** in print and online as reported by **Susan Carpenter**, and top billing in the Times' **All The Rage** blog edited by **Susan Denley**. It was the only product mentioned by **Fred Segal** owner and creative director, **Matthew Preece**. This Santa Monica, CA-based, celeb-fueled salon is known for having only the best and the newest products. Read the full article at <http://lat.ms/nJqnCL>. Reach **Steve Sauté**, president, at 800-626-1921, or steves@zerranhaircare.com. Visit www.zerranhaircare.com.

Eufora International's new **Details Spray Wax** (4 oz./SRP \$21.50) adds texture without leaving a sticky residue. The product can be used on dry hair to add dimension to detailed cuts or on wet hair to enhance and help create wave and curl. It's based in certified organic aloe vera, free of artificial colors, fragrances or parabens. Reach **Mia West**, publicist, 619-501-2756 or mwest@west-pr.com. Visit www.eufora.net.

TouchBack Plus is a line of instant temporary hair colors in shampoos, conditioners and leave-in conditioners that add back color and protect against fading between permanent colorings. TouchBack Plus lets you customize color vibrancy by