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THE BEAUTY INDUSTRY REPORT

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guest columnist
It seems beauty shows are getting ugly
By Lee Wolff

A MONTHLY NEWSLETTER FOR EXECUTIVES IN THE PROFESSIONAL BEAUTY INDUSTRY

Match list: Strongly under email 2
Lafayette Jones' Multicultural Report 5
Zane: Not your grandmother's perm is 6
George Schaffer: Salon hair color is 8
Quest: How salons will evolve in 2011 10
Get just beauty show report 12
Bill: Don't turn America 15
Begin: equine Wellness Academy 21
Page to continue on online 22
Kane: The Equine Regional Project 23

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By **Lee Wolff**
The professional beauty industry starts 2011 with several strengthening segments, one of which is hair growing cancer treatment. **George Schaffer** tells how he plans to grow another hair line from the use of **FormaStyle**, which he is using in the category.

In the issue, **Brian Rubin** and **Jo Kirby** share the story of the **Beste Care Brands** division success. **George Schaffer** tells how he plans to grow another hair line from the use of **FormaStyle**, which he is using in the category.

Paul Thibault, founder and president of **Quantum Technology Solutions**, tells about meeting new retailers in the company's transition to a new company.

2011 closed with **Chanel** using **Paul's** **Salon Services**, looking to bring "This will be great!" You can connect with us regarding the items at www.beautybiz.com.

Lee Wolff

Remember the days when a beauty show had straight rows and a fairly even mix of men and women? In the days of the past, the beauty show was a place where you could find everything you needed for your business. It was a place where you could find everything you needed for your business. It was a place where you could find everything you needed for your business.

Chicago, the city association that organizes the annual convention, has a long history of providing a place for the industry to meet and do business. The convention is a place where you can find everything you need for your business. It is a place where you can find everything you need for your business.

In any event, there must be a much larger agenda than if you simply addressed "right" cases the most faithful manufacturers to become further lost and ahead in the future in the past. And that is the danger here now. Could it be the beginning of a horrible vision of some of the major shows by a nonprofit organization with low cost? Because we are now, being driven by and including our hopes of getting a better view of an event as previously mentioned.

with chemotherapy. "Keeping your hair while undergoing chemotherapy is not about vanity—it's about identity," explains **Nancy Marshall**, co-founder of The Rapunzel Project. "Knowing she can keep her hair can help liberate a patient emotionally and physically from the 'cancer patient' label and improve self-image, dignity and morale—vital, yet often overlooked, elements of overall wellness. Cold caps are not a cure for cancer, but they are an enormously powerful game changer for patients. We are delighted to partner with Kenra Professional to bring that important message to the professional beauty industry, which is critical to spreading our story." The Rapunzel Project is very personal to its founders, **Shirley Billigmeier** and **Nancy Marshall**—both breast cancer survivors. When Shirley needed to undergo chemotherapy, she immediately set out to purchase a wig—anticipating the loss of her hair. In the process, she inadvertently heard about the cold cap therapy. She began to investigate and connected with **Frank Fronda**, the scientist who invented a cold cap that has been widely used in Europe for 15 years. Shirley learned that it would be possible to rent the cold caps, and she approached her oncologist, who was extremely supportive, about the possibility. The biggest obstacle was that the caps have to be used at -30° centigrade (-22° F), a temperature that normal freezers do not reach. Nancy started fundraising to purchase a suitable freezer for the caps. Shirley wore the caps during her chemotherapy and did not lose her hair! She and Nancy decided that they needed to make more cancer patients, their physicians and hair stylists aware of this new technology. The Rapunzel Project was born. Says **Tim McMeekan**, CEO of Kenra Professional. "Kenra Professional supports The Rapunzel Project's goals to raise awareness of the existence and efficacy of cold caps for preserving hair during chemotherapy and to raise funds to purchase biomedical freezers for oncology facilities. We are proud to donate \$50,000 and committed to raising an additional

\$250,000 for The Rapunzel Project on behalf of the Kenra Professional company team, distributors, vendors, salons and consumers. As a company and in conjunction with Shirley and Nancy, we are setting audacious goals to eradicate hair loss for chemotherapy patients by helping hospitals obtain the freezers and support systems. We will be engaging our customers, distributors and partners to support this important cause." To learn more, get involved or make a donation, visit www.rapunzelproject.org.

The Beauty Bus Foundation, a non-profit organization dedicated to enhancing the quality of life for terminally- or chronically-ill individuals and their caregivers with free in-home beauty treatments, received the support of **Bosley Pro** for breast cancer awareness month. Bosley created custom shampoo and conditioner packages and gave a portion of the proceeds to the Beauty Bus Foundation, which will earmark those dollars for services for individuals affected by breast cancer. Beauty Bus provides a lift to breast cancer patients and other people dealing with illness, helping them feel beautiful inside and out. Reach **Alicia Liotta**, founder, at 310-287-1272 or alicia@beautybus.org. Visit www.beautybus.org.

Beauty Brands Salon Spa Superstore locations completed their annual "It Takes Guts" campaign and raised a record \$113,426 in donations to support 24 domestic violence shelters in 11 states. During the fall, the Beauty Brands locations donated 100% of sales from **Redken's Guts** volume-boosting spray foam to the shelters. Customers were also invited to make a donation. Redken donated 100% of the Guts product that was sold. The fundraiser was part of Beauty Brands' annual **END ABUSE** program to support victims of domestic violence. Since its inception in 2001, the program has raised more than \$670,000 for domestic violence shelters. Reach **Kristy Lewis**, director of marketing, at 816-531-2266 or kristylewis@beautybrands.com. Visit www.beautybrands.com.



Kenra Professional has adopted **The Rapunzel Project**, a non-profit organization dedicated to helping cancer patients keep their hair during chemotherapy, as its company charity and donated \$50,000 to support the organization's efforts to help cancer patients keep their hair during chemotherapy via a unique cold cap approach. Commonly used overseas, it has been shown to prevent hair loss associated