

The Great Western Shootout

The latest open-line products are offered up at the year's first beauty industry trade show, the Western Buying Conference.



THE 20th ANNUAL WESTERN BUYING CONFERENCE, held at the Disneyland Hotel Convention Center January 15-16, was a nuts-and-bolts show that focused on the newest open-line products. A flock of 150 vendors, represented by the 12 sales rep organizations that make up the Western Beauty Representatives Association, filled the hotel's Grand Ballroom, drawing over 600 buyers. That figure was higher than last year's, but still didn't satisfy most exhibitors; as a result next year's show is moving back to Las Vegas, where it was held for several years prior to the 2004 WBC. It's too bad more buyers weren't on hand, though, because they would have discovered hundreds of new products and promotions that are ideal for OTCs. Here's a bit of what I found:

NAIL CARE

Nailcare products were plentiful on the show floor. Making its first appearance at WBC was **Beauty Esque**, which launched its line of Nail Esque nail-enhancement products six months ago at Cosmoprof. The company offers a space-saving planogram that features more than 25 individual items, including French Nail Kits, Acrylic Sculpture Kits, Split Second professional nail glue, rhinestone stick-ons, files and polish remover, all presented in self-service hang packs. Among the company's top sellers are its full-coverage nail tips with antibacterial properties. Also at the show was its new R-Esque antimicrobial nail treatment, available in a 12-piece counter display. For more information, call 800/344-3299 or visit www.beauty-esque.com.

Forsythe Cosmetic Group introduced Color Club polish, which provides brand-name quality at significantly lower prices. Each 17-ml bottle in the 142-shade line holds 20% more polish than a standard 1/2-ounce bottle and has a salon list of \$2.25. Distributors can choose from a variety of displays. There are also eight treatments in the line, with distributor costs ranging from \$1.50 to \$2.50. Added to the mix was the company's ArtClub nail art lacquer collection, featuring a 36-shade range and a distributor cost of \$1 per unit. For further details, call 800/221-8080 or visit [\[group.com\]\(http://group.com\).](http://www.cosmetic-</p>
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Le Chat introduced the VIP collection for its Dare To Wear nail polish line, featuring 12 high-fashion shades displayed in a 48-piece counter display. Each unit has a \$3.25 salon list price. Also showcased was Fairy Dust, a glittery, transparent gel collection that comes in a six-piece acrylic display. These unique gels can be applied directly over natural nails or acrylics to create beautiful, fashionable, trendy designs. For more information, call 800/553-2428 or visit www.lechatnails.com.

Nuart Beauty Products exhibited a number of new additions to its nail decal line, including a French Nails collection in a variety of colors. Twelve packages, each with an SRP of \$2.99, come on an easel-card display with a distributor cost of \$16. Nuart's new spring/summer collection of self-stick decals also comes with 12 packages on an easel card. It has a distributor cost of \$11.40, with an SRP of \$1.99 per package. For more information, call 800/523-2346 or visit www.nuartbeauty.com.

At **Nubar** the big news is the growing popularity of the company's nine-SKU nail treatment collection. The line includes NU-Nails nail strengthener, Artificial Nail Base Coat, Nail Weaver fiber fortifier, Freeze Dry nail polish drying accelerator, Diamont Seal & Shine top coat; Nubar UV Protection non-allowing top coat; and Cuticle Cure cuticle softener with tea tree oil. Each product comes individually boxed in a 12-piece counter display and is priced at a salon list of \$6.95. For more information, call 800/552-4769 or visit www.bynubar.com.

ProLinc Cosmetics introduced the Hydra Heel treatment. This new addition extends the results achieved with the firm's fast-selling Callus Eliminator. Hydra Heel is available in a six-piece display with a salon list of \$6.95 each. The newest line from ProLinc is NailStyles, a high-quality collection of self-stick, jeweled nail appliques that feature real rhinestones. It comes as a 36-piece counter display that goes for \$180 to salons. For additional information, call 800/776-5462 or visit www.prolinc.com.

HAIR CARE

I saw a couple of new haircare products at the

show that are worth looking into. **DeveloPlus** introduced Satin Color Reverse, a bleach- and ammonia-free haircolor remover. The innovative item reverses the haircolor process without damage and even allows for same-day recoloring. The single-application package has a dealer cost of \$15. Call 888/692-3008 or e-mail nico2@earthlink.net for more information.

Para Labs, the company that successfully markets Queen Helene products, is now tapping into the extreme hairstyle market with Jammin' Jel, a new stand-alone brand that targets young men who wear spiky hairstyles. A 16-piece counter display features four units of four different gels, each in a different color and marked with a number indicating its hair holding power. For additional information, call 800/645-3752 or send an e-mail to gpulignani@queenhelene.com.

COSMETICS

Cosmetics has been a hot-ticket category in beauty stores for years. A number of high-quality lines do the majority of their business in the professional beauty field rather than at mass market retailers, and at WBC beauty store buyers had the chance to see them all in one room. One of those companies is **Emani Cosmetics**, which added pressed mineral foundations to its growing line. This three-SKU collection contains no talc or oils and provides the benefits of mineral makeup at an affordable SRP of \$22. A POP display will be offered in the near future. For more information, call 951/735-8787 or visit www.emani.com.

Styli-Style L³ Timeless Lipstick and Plastique Shine Lip Gloss are the newest can't-miss items from **Intermark•USA**. L³ lipsticks offer brilliant shine and color that last three times longer than competing lipsticks. They retail for \$7. Plastique Shine is a clear lip gloss that plumps the lips while adding extreme shine. It retails for \$6.50. Both lines are featured on a new color-wheel display that can stand alone or attach to an existing Styli-Style floor stand. For further details, call 914/273-3532 or visit www.styli-style.com.

International Beauty Group is riding the crest

As I See It

of popularity for loose mineral-based cosmetics with its Colorevolution brand. The company showcased the new Colorevolution Perfect Pout collection of color-infused lip enhancers, a six-shade line of lip glosses with a lip-plumping additive. The compact, 72-piece acrylic display comes with 12 units of six different shades (with free testers) and can be displayed freestanding or atop the company's revolving shimmer powder display. Perfect Pout lip enhancers have an SRP of \$9.95. Another IBG introduction was a new acrylic display (MFPD-52) for its mineral foundations and blush, featuring free testers and a \$19.95 SRP. For additional information, call 818/786-8877 or visit www.colorevolution.net.

At the **Joey New York** booth, the Sugar and Spice spring/summer 2005 makeup collection was presented in a comprehensive counter display. Containing the top colors for the season, the unit includes three Chiseled Cheeks powder blushes, nine Eye Shading Powders, six Collagen Boosting Lipsticks, three Collagen Boosting Lip Gloss Duos, three Collagen Boosting Lip Liners, a free set of testers for all products and a free designer tissue box. Salon cost for the entire display is \$291.60. Call 800/563-9691 or visit www.joeynewyork.com for additional information.

Profound Cosmetics manufactures a wide line of high-quality cosmetics that are perfectly packaged and fairly priced, including the Cranky Girl collection targeted at consumers in their teens and early 20s. If your store's customer base is value-oriented, this line is ideal. All of the company's merchandise is manufactured in China and warehoused in Ontario, California, making for fast order processing. For further details, call 909/930-3989.

Rashell Cosmetics is another company with an upscale line that's doing well in beauty stores. To showcase its complete collection of lipstick, lip gloss, lip liner, eyeliner, eye shadow, mascara, foundation and blush, Rashell introduced a new glass floor display. The base holds testers for each product and is outstanding—it reflects light and definitely draws attention to the items. It's available for \$1,200. Call 800/984-7600 for more information, or go to www.rashellcosmetics.com.

At the **VIP Cosmetics** booth, the company introduced the new Cover Tester acrylic display for its range of Lipomatic, Lipgloss and Gold Case lipsticks. The 50-piece display holds five units in each of 10 shades and features a tester bar with a handy sliding cover to keep the testers clean when they're not in use. The dealer cost is \$230. For additional information, call 800/847-8711 or send an e-mail to info@vipcosmetics.com.

SUNDRIES

The sundry category encompasses everything from hairbrushes to appliances to

implements—and much more. At WBC a number of exhibitors displayed a host of ideal items designed to attract your customers' attention. **Denman** showed its new range of elastic ponytail holders, a 20-SKU addition to the hot-selling Ricky's Hair Rubbers brand. Also featured was a new line of quality carbon combs packaged for fast retail sales and scheduled to be introduced later this year. For additional information, call 800/848-6866 or visit www.denman-us.com.

Future Industries introduced the Magnetic Jewelry Strand. This versatile accessory can be worn as a bracelet, necklace or choker. It comes in a variety of colors on a 12-piece counter display (#AT-1) and has an SRP of \$19.99. For further information, call 800/929-0006 or send an e-mail to futuremore@aol.com.

When it comes to brushes, bath and body accessories, **The Hair Doc Co.** offers one of the widest selections of any marketer. Its new Bass men's shaving brushes feature high-quality badger hair and are effectively merchandised in acetate packages that hang on the company's revolving floor-stand rack. Retail pricing ranges from \$12.95 to \$19.95. For further details, call 800/742-4736 or e-mail hairdocco@aol.com.

J&D Beauty Products is a great resource for beauty stores. Its jam-packed booth offered a great cross-section of new merchandise, including Tranquility Soft Dreams pillows. They come in a mesh bag and are perfect as a miniature traveling pillow or for use as a soothing eye pillow. The SRP is \$9.99 and they're available in black or white. To learn more, call 800/523-2889 or visit www.jdbeauty.com.

La Mancha Sales introduced a line extension to its DiPrima hair accessories: eight styles of ponytail holders for children, each with an SRP of \$4.95. The company also showed a terrific impulse item, Pockit. This miniature ceramic file comes in a protected case and is available in three colors: blue, white and red. It's merchandised in a 24-piece counter display and has an SRP of \$8.50. For more information, call 702/633-4700 or e-mail diprimainc@aol.com.

Mona Lisa Hair provides beauty stores with high-quality fashion accessories, including sunglasses and jewelry. Spider Clamps are one of its newest items. These great-looking jeweled hair clamps have an SRP of \$19.99, far less than comparable units sold at department stores. There's a revolving acrylic display that holds 20 pieces, and the prepacked unit comes with 32 pieces at a dealer cost of \$320. Fashion pins and brooches are another hot-ticket item; they're available in assorted designs, have an SRP of \$19.99 and come on a 48-piece display with a dealer cost of \$480. For more

information, call 800/808-0207 or visit www.monalisahair.com.

Sparkles Allover is a handmade accessory line put together by single moms and physically challenged workers as a way to support women in need. Among the company's interesting items at the show were charms for cell phones, fashion earrings, anklets and toe rings, all available on small counter displays. For more information, call 480/558-3402 or send an e-mail to info@sparklesallover.com.

As usual, master distributor **Spilo Worldwide** presented a wide array of new and saleable merchandise, including a limited number of items from Creative Nail Designs. Among the featured products were Creative Scentsations, a line of aromatherapeutic hand and body lotions that quickly absorb into the skin, leaving it soft and refreshed. Scents include Tangerine & Lemongrass, Vanilla Shimmer and Mango & Coconut, and a counter display holding 28 2-ounce bottles is ideal for OTCs. Call 800/347-7456 or visit www.spilo.com for more information.

Another company offering a complete line of sundries that's perfect for beauty stores is **Swissco**. Among its featured products was a fun line of bath and shower gels for kids, packaged in both fruit and sea-animal shapes. Two sizes are available: The small size has SRPs from \$1.69 to \$1.99 and comes in a 24-piece display; the large size features a \$3.99 SRP and comes in a 12-piece countertop prepack. Call 888/979-7100 or e-mail swisscollc@aol.com for more information.

Ultra was on hand with some great new items and promotions. Its Manicure Rx is a matchbox-style pack of miniature, cushioned nail files. There are six files per package, and the attractive 48-piece display is perfect for merchandising next to the cash register. The company has also increased the number of products its leading displays can hold. The Ultra floor stand, with a distributor cost of \$767, can now accommodate 193 items, while the company's counter spinner, at a cost of \$404, can hold 87 units. Distributors who buy either one will receive a free 12-piece PRO Grips counter display—a \$360 value. Call 800/328-3006 or visit www.dencoultra.com for further details.

This small selection of highlights from WBC is truly just the tip of the iceberg. With so many new items on display, the show should be part of every beauty store owner's plans for sourcing out the latest merchandise. If you didn't make it this year, don't miss the 2006 show in Las Vegas. See you there. ■

Mike Nave is president of Professional Beauty Distributors and publisher of "The Beauty Industry Report" newsletter.