

# Cool Products from the Windy City



The Chicago Midwest Beauty Show provided its usual look at the latest salon products. Chances are, the items are also good for your store.

YOU OWN A BEAUTY STORE OPERATION. SO why is a salon show of interest or value to you? Maybe the better question is, why wouldn't it be? Take the Chicago Midwest Beauty Show. Held at the Donald E. Stephens Convention Center in Rosemont, Illinois, on February 26-28, it was packed with beauty products for women of all ages. Billed as "America's Beauty Show," it presented a gold mine's worth of opportunities for both open-line and salon stores looking for new revenue streams.

If you've never been to CMBS, you should seriously consider attending next year's show. Chicago is easy to get to from anywhere in the country and airfares are reasonable. From Los Angeles, round-trip tickets on United Airlines are usually available for well under \$300. A couple of nights in a local hotel can be had for around \$150. Add to that food and miscellaneous travel expenses and you're still talking about spending less than \$1,000. If you can't offset these travel costs (and then some) with sales from the new lines you pick up at the show, or from the discounts you'll receive by placing orders for products you already stock, you may be doing something wrong.

Obviously, I feel strongly about the value of this show. Spread over 270,000 square feet of exhibit space, CMBS is a huge event that offers something for everyone in this business, from stylists and nail techs to the owners of small, ethnic OTCs and major salon-store chains. For those of you who didn't make it to this year's show, here's a sampling of merchandise that I think has "can't miss" stamped all over it.

## APPLIANCES

There was no shortage of professional-quality blow-dryers at CMBS, with at least a dozen brands exhibited. One of the units that impressed me most was from **ERGO Research**, the exclusive U.S. distributor for Velecta Paramount Paris. The new Velecta TGR 3600 blow-dryer reminds me of the MINI Cooper car—it's super compact but mighty. Weighing in at less than 12 ounces, the 1,600-watt TGR 3600 gets the job done. It's ergonomically designed, perfectly balanced, quiet (only 67 dB), has two motor speeds,

a cool-shot button and a 12-foot cord. The salon list price is \$139.95. For more information, call Robert Reed at 888/ASK-ERGO or visit [www.ergostylingtools.com](http://www.ergostylingtools.com).

A couple of other high-end dryers were also getting a lot of buyer attention. From **Elchim USA**, the VIP Ionic 1,800-watt blow-dryer features an exclusive negative ion generating system that produces up to twice as many negative ions as conventional dryers, reducing drying time by 50%. It's available in a sleek platinum finish and has a salon list of \$140. For additional information, call Kenneth Bellizi at 800/875-7511 or visit [www.elchimusa.com](http://www.elchimusa.com).

At the **Solano International** booth, the Turbo Ultralite showed off its stuff. The gyroscopically balanced dryer offers top performance with 1,700 watts, extreme velocity, multiple heat and speed settings, a cool-shot button and a removable filter. This unit has a salon list of \$80. For further details, call Gerhard Meier at 847/675-0087 or visit [www.solanointernational.com](http://www.solanointernational.com).

## If you've never BEEN TO CMBS, YOU SHOULD SERIOUSLY CONSIDER ATTENDING NEXT YEAR'S SHOW.

I also came across a unique little clipper that I'd seen before but is still relatively new to the industry. The Ultron GSX from **Cool Hair Tools** is a compact unit with a full-size head and blade and a full-power Mabuchi motor. What makes this tool truly different is that it employs miniaturized circuitry, the same technology used for cell phones, and it's the only clipper that can be recharged an infinite number of times. The salon list price for the GSX is \$80. For more information, contact John Paul Gemelli at 713/974-2352, ext 230.

## BODY CARE AND TANNING

**Trillium Organics** is a 10-year-old company that produces a 100% certified organic line of hand- and

bodycare products that are distinctly packaged and priced to move. The collection includes Organic Body Polish, Body Oil, Body Lotion, Soap and Face Polish. I particularly liked the Body Polish, a biweekly skin-renewal treatment that exfoliates, moisturizes and protects. It's available in scents including Lavender Geranium, Clementine Clove, Cedar Sage, Pink Grapefruit, Fresh Lime and Sweet Clementine—or Fragrance Free. Sizes vary, with SRPs ranging from \$3.99 to \$18.99. For additional details, call Jodi Wery at 920/746-5207 or visit [www.trilliumorganics.com](http://www.trilliumorganics.com).

A number of aerosol tanning sprays were featured at CMBS. **Body Drench Spray** and **Go Quick Tan** now features a new, improved formula and 20% more product for the same price. It offers the same beautiful results as a professional spray booth and is available in a well-designed, six-piece counter display with free tester. The SRP is \$27.50. For more information, call Mark Moesta at 323/728-2999.

**Supre** is a leading marketer of sun-care products and has successfully crossed over from the tanning field into the professional beauty arena. The

company has a couple of brands that are exclusive to the salon and salon-store market: **Street Diva** and **Tan Addict**, both featuring great packaging for a strong shelf presence. At the show, the company introduced **Airbrush Tanner**, a new 9-ounce aerosol can of self-tanning spray in its popular **Hempz** line; it has a salon list of \$20 and an SRP of \$40. For more information, contact Lance Eakright at 800/888-0325 or visit [www.supre.com](http://www.supre.com).

## FACE AND LIPS

One of my favorite items at the show was **Ballmania Premium Lip Balm**. This new line is made with shea butter and aloe vera, is rich in emollients and contains an SPF 20 sunscreen. But what really makes

## As I See It

the line a winner is the unique design and shape of the packaging. Each lip balm comes in a fun and fashionable twist-top ball container that holds 9 grams of product. There's a basketball, a golf ball, a tennis ball and an eight ball, as well as balls with zebra stripes and a whole range of psychedelic patterns. At an SRP of \$5, these puppies should fly off your shelves. Ballmania is so confident about the line that it will buy back any unsold goods from distributors who purchase a 36-piece globe display at a cost of \$90. For more information, call 303/779-4451 or visit [www.ballmania.com](http://www.ballmania.com).

**Taberco** also has a winner with its Collagen Booster Lip Treatment. According to creator and co-founder Marita Coccaro, when used daily for 29 days, the product provides long-term benefits of up to 60% more moisture and 40% more fullness in the lips. An attention-getting display that holds 12 pieces and a free tester is available at a salon cost of \$108. The SRP for each unit is \$18. For additional information, contact Ralph Coccaro at 818/709-6020 or visit [www.tabercoinc.com](http://www.tabercoinc.com).

**Elan International's** Lipchic is Europe's No. 1 lipstick sealer; it's sold successfully in beauty stores across this country as well. At the show Elan introduced Lip Gloss,

instantly. It goes on clear and dries clear, so it can be used with or without normal foundation. Genie comes in a 19-ml airless pump bottle, and this 60-day supply has an SRP of \$29.95. It's merchandised on a six-piece display with a tester and great before-and-after photos. For additional details, call Jessica Stewart at 562/493-5965 or visit [www.tessacorp.com](http://www.tessacorp.com).

### HANDS AND NAILS

**Ultronics** featured a great promotion combining its new Diamond Infinity file with the solid-selling, alcohol-free Ultracare for Hands, a hand sanitizer that kills germs instantly. What makes the promotion a winner is the packaging. Molded in the shape of a hand, the clear plastic container not only holds a 2-ounce bottle of Ultracare, it can also be used for holding customers' rings or cell phones during manicure services. With an SRP of \$7.99, the promotion is definitely priced right. For more information, call JoAnn DiPrete at 800/262-6262, ext. 7070, or visit [www.ultronicsusa.com](http://www.ultronicsusa.com).

There's no lack of professional nail polish brands available at beauty stores; however, one new line that caught my eye is **Piggy Polish**. Designed especially for toes, this collection of 24 fun colors

The Marilyn Brush brand from **Camelot Hair Care Products** now includes the Thermal Red Ceramica line. Available in five sizes with salon lists from \$7.90 to \$15.90, the brushes feature ceramic barrels that heat up to 180°F and can maintain that temperature for up to 10 minutes. An ionic nylon and natural boar bristle pattern allows the brushes to work through the hair gently and quickly, closing the cuticle and leaving hair dry from scalp to ends. For more information, contact Tony Parkinson at 800/561-7024 or visit [www.themarilynbrush.com](http://www.themarilynbrush.com).

Certainly one of the most unique lines at CMBS was **White Egret's** ear candling products. Performed since ancient times, ear candling employs wax tubes that are inserted into a person's ear while she lies on her side. The candle is lit and, as it slowly burns down, it creates a vacuum that draws wax out of the ear. White Egret ear candles are available in three varieties—paraffin, beeswax and soy—and several fragrances, including herbal, lavender, peppermint and sage. The line is effectively packaged and comes on a revolving counter display. For more information, give Steve Reeves a call at 800/309-3277 or visit [www.whiteegretcandle.com](http://www.whiteegretcandle.com).

## There was no shortage OF PROFESSIONAL QUALITY BLOW-DRYERS AT CMBS, WITH AT LEAST A DOZEN BRANDS EXHIBITED.

a specially formulated product designed to work over Lipchic and impart a glossy appearance. Glitzy, a face and body glitter that fixes in seconds, is another new item. It's transfer resistant, waterproof and lasts all night long. Glitzy is available in six colors and comes in a 36-piece display with six free testers. Both Lip Gloss and Glitzy have SRPs of \$10. For further details, call 800/547-2442 or visit [www.lipchicproducts.com](http://www.lipchicproducts.com).

**DivaDeva** claims to provide the ultimate skincare experience. Its Reverse instant wrinkle remover makes facial lines disappear in less than a minute and has an SRP of \$35. Reverse's companion item, Restore, is a skin-revitalizing treatment that dramatically changes the appearance of dull, lifeless skin while providing maximum hydration. It has an SRP of \$42. Offering simple and straightforward skin care, this dual product line is perfect for a beauty store. For more information, call Cathy Cobetti-Goff at 954/583-2446 or visit [www.divadeva.com](http://www.divadeva.com).

Genie Instant Line Smoother from **Tessa** is a single-SKU line that has sold more than one million units. This clear serum fills in lines and wrinkles and reduces puffiness to smooth the skin

features a salon-quality formula, and each \$6 bottle comes with a free toe ring. Distributors can choose from two countertop displays. For more information, call Julie Lown at 616/850-0815 or visit [www.piggypolish.com](http://www.piggypolish.com).

### MISCELLANEOUS

Products for curly hair are a hot category. **CurlFriends** offers a complete range of products—including shampoo, conditioner, styling and finishing SKUs—designed to promote beautiful curls and hold the hair shaft down, combating frizz even in high humidity. The line has been completely repackaged and the timing is perfect to make room for it on your shelves. For more information, contact Shelly Charbonneau at 617/439-3260 or check out [www.curlfriends.com](http://www.curlfriends.com).

**High Country** offers some dynamite hair accessories. The company's Zhoë double combs allow a woman to wear her hair casual or dressy and can be worn with long or short hair. They come in different color collections, are individually carded, and feature an SRP of \$10 to \$12. For more information, call Bridget Frame at 307/382-9022.

What about selling gourmet tea at your store? **Talbott Teas** is the creation of Shane Talbott, a respected hair colorist and salon owner who parlayed his intimate sense of color into a unique collection of loose teas that correspond to the emotions. The tranquil and soothing Blue Color Collection, for instance, includes Blueberry Bliss and Caramel Sundae teas. There are also Red, Green, Yellow and Brown collections, each combining flavored and herbal teas in distinctive three-ounce tins. With an SRP of \$9 per tin, this line is definitely not for every store, but in the right setting it could provide a pleasant profit surprise. For more information, call Shane Talbott at 888/582-6567 or visit [www.talbotteas.com](http://www.talbotteas.com).

With 450 exhibitors, the above items are just a fraction of the many great products and lines that were on display at CMBS. When you consider the buying and profit opportunities available at the show, there's no reason why store owners everywhere shouldn't plan to attend. ■

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