

# BEAUTY STORE BUSINESS m a g a z i n e

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## ICONIC SUCCESS

Alan Murphy on BlueCo's Win  
With Legacy Brands

**For The Guys:**  
Makeup For Men!

**Use Crowdfunding**  
To Finance Your Business Expansion

**10 CELEBRITY  
BRANDS**





### Wahl Professional

Inspired by the sleek packaging of the Wahl Professional 5-Star collection, the black and gold **5-Star Finale** is touted as being the “the ultimate finishing tool.” A barber’s best friend, it provides a grand finale to a haircut and shave. **SRP:** \$90, wahlpro.com



### The Wet Brush

The Wet Brush **Naturals Palm Brushes** made from evergreen wood come in two classic, rustic finishes: light wood and dark wood. Ideal for men’s hair and beards, the brush handle’s shape provides an ergonomic grip to detangle hair. **SRP:** \$8.99, prowetbrush.com



### Tweezerman

Your customers can say hello to the smoothest shave they’ve ever had with the Tweezerman G.E.A.R. **Deluxe Shave Brush**. Made with synthetic fibers, this cruelty-free and hygienic brush exfoliates skin to prep it for the perfect shave, all while reducing the risk of bumps and nicks. **SRP:** \$25, tweezerman.com



### Perma Brands Corporation

Made in Germany, Perma Brands’ eye-catching **Cream 3-Piece Shaving Set** in faux ivory includes a shaving brush made from real badger hair, a razor that uses Gillette Mach3 cartridges and a stand. **SRP:** \$100, permabrands.com



### GIBS Grooming

GIBS anniversary edition **Alpha Male** beard, hair and tattoo oil contains olive, argan, antioxidant-rich acai and sunflower oils as well as passion fruit and copaiba balsam to smoothen hair and skin. With cool packaging and sweet notes of vanilla, sandalwood and white musk, this potent elixir is a fantastic find. **SRP:** \$30, gibsgrooming.com



### C.O. Bigelow

Shea butter and aloe vera nourish the skin, cucumber and menthol extracts cool it, and calendula and chamomile soothe—all inside one amazing product: C.O. Bigelow **Bay Rum After-Shave Balm**. Hints of bay, citrus and spice keep the senses enticed long after the shave is done. **SRP:** \$19.50, bigelowchemists.com



### Andis

Andis’ first ever cordless adjustable-blade clipper, the **Cordless Envy Li Clipper** offers freedom and versatility for effortless styling. Plus, its carbon steel blade offers a variety of size adjustments to suit all your clients’ needs. **SRP:** \$85, andis.com



### Matte for Men

Matte for Men **Antioxidant Shave Gel** is a top seller—and with good reason. Enriched with antioxidants that nourish and moisturize, it provides a protective layer for a comfortable shave free from ingrown hairs. For an extremely close shave, grab this must-have gel for sensitive skin. **SRP:** \$22, matteformen.com