

guest  
columnist

## Will the 'going gray' trend hurt color sales?

By Jayne Morehouse

Everyone from celebrities and models to the teens down the street are in love with the "Granny Gray" or "Silver Fox" trend. It's featured in all of the beauty and fashion magazines, there are hundreds of YouTube videos showing how to get the look and many color companies have launched permanents, demis/semis and temporaries to create the perfect shade. This high-fashion look is a progression from pastels, because it lasts longer and is easier to maintain. It takes the expertise of a trained colorist, who often must lighten the natural hair or remove previous color before depositing the new shade in her favorite brand of hair color. That "gray" is great news for the professional beauty industry.

However, there is another gray trend, that while a bit underground currently, is gaining popularity and momentum across the Heartland. Long term, it has the potential to destroy the professional—and home—hair color business. It's known as the "Going Gray" trend, and in this case, these consumers are referring to going gray naturally.

While researching fashion gray online, I discovered numerous websites and Facebook groups with thousands of women—and men—who are transitioning to their natural gray. So I joined to see what it's all about.

These consumers share tips and tricks for growing out their grays, pictures of the their transitioning hair from gray roots through half gray strands to their goal—all natural grays, whites or silvers. Some are transitioning with the help of their colorists, who are adding highlights, doing reverse root touch-ups and keeping the yellow at bay. (Could Transitioning to Gray be a new class you offer to stylists?) Some are going pixie-short simultaneously to cut off all the colored hair at once; others opt to keep their locks long.

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A MONTHLY NEWSLETTER FOR EXECUTIVES IN THE PROFESSIONAL BEAUTY BIZ

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## Mane St.

by Mike Nave

PUBLISHER



Beauty people and companies are a very caring and giving group—especially during the final quarter of the year. October hosts

National Breast Cancer Awareness Month and National Domestic Violence Month, during which many salons and beauty schools hold cut-a-thons or fashion shows to raise funds, and beauty companies donate a portion of the proceeds from pink products to the causes. Those are followed by the holidays, during which many salons and companies ensure that needy families have plenty of food and presents.

Did you know that October is also National Cosmetology Month? Let's remember to give back to the industry and the people on the front lines—the stylists, nail techs and other service providers.

How do you give back? Please drop me a line or post on our Facebook wall, and we'll share your efforts in a future issue.

Regards,

**R.W. Miller** is **Pivot Point International's** new vice president of sales and field



*R.W. Miller*

education. In this role, he will oversee the Pivot Point brand and be responsible for all sales efforts with schools, salons and corporate clients. Most recently, he served as director of sales—Midwest for **Pravana**.

Previously, he worked in sales at **East Coast Salon Services, The Wella Corporation/Sebastian International, Matrix Essentials** and **Kenra**. Visit [pivotpoint.com](http://pivotpoint.com).

**Carolyn Reeves** has been coaxed out of early retirement to join the sales team at **Mia Beauty**, for which she will be managing all beauty customer accounts. During her 25-year beauty industry career, she has sold hair accessories for **DCNL/Helen of Troy** and for **Freeman & Associates**.

In 2002, Carolyn left outside sales and purchased **The Beauty Store and Salon** in Novato, CA. Reach **Mia Kaminski**, CEO, Mia Beauty, at [mia@miabeauty.com](mailto:mia@miabeauty.com). Visit [miabeauty.com](http://miabeauty.com).

**ColorProof Evolved Color Care** adds two to its team. **Gina Huff** joins as marketing brand manager and will play a fundamental role in



*Gina Huff*

the brand's continued growth, providing a fresh approach and helping to further ColorProof's success in the competitive marketplace.

Most recently holding the position of marketing manager: brand and product development for another professional hair care brand, Gina will provide brand management leadership and product line growth, maximize business opportunities and launch new products. During her career, she has rebranded or launched 97 products. Reach her at [ginah@colorproof.com](mailto:ginah@colorproof.com)

**Richard Judson** is the company's new national sales manager. Richard will be responsible for managing ColorProof's

domestic distribution network and leading ColorProof's sales force. With more than 20



*Richard Judson*

years of beauty industry experience, including roles in sales and as a salon owner, Richard has a diverse skill set and profound understanding of the professional salon market. Reach Richard at [richardj@colorproof.com](mailto:richardj@colorproof.com).

Visit [colorproof.com](http://colorproof.com).

**Wahl Professional** has appointed **Anne Marie Kollias** as its national sales manager.



*Anne Marie Kollias*

As the primary contact for customers and independent sales representatives, her goal will be to drive sales and to continuously evaluate customers' needs, concerns and desires to drive the innovation of Wahl products.

Anne Marie most recently served as vice president of spa operations for **Me Spa**, a national chain of day spas. In her previous role as spa director, district manager and national field sales manager for **Coldwater Creek, The Spa**, she contributed to the significant growth and profitability of nine spa locations. She has also worked for **Zano's Salon and Day Spa, Hair Cuttery, Redken, Artec** and **ISO**. Visit [wahlpro.com](http://wahlpro.com).

**Kayline by Wahl** has appointed **Scot Bateman** as its new national sales manager.



*Scot Bateman*

Scot will handle all aspects of sales for Kayline, including promotions, overseeing manufacturer representatives and working closely with key customers. In addition, he will act as liaison between the customer and Kayline's head designer, **Joe Ryan**.

Scot has 30 years of sales experience in the beauty industry, most as equipment manager for **Peels Friendly Supply**. He spent the past 2 years operating his own business where he both sold beauty equipment and designed salons. Visit [kaylinebeauty.com](http://kaylinebeauty.com).

**Jessica Finlay** is the new content marketing writer and coordinator for **Bioelements**. She



*Jessica Finlay*

joins the company's marketing team with experience in digital publishing and marketing. In her new role, Jessica will apply her expertise in web content management, email marketing and social media

marketing to Bioelements' brand awareness initiatives. Jessica graduated from DePaul University and previously worked as digital content editor, where she built her expertise in content creation, social outreach and growth.

**Kristy Cullinane** joins Bioelements as the company's new digital marketing and eCommerce manager. She has experience in both wholesale marketing and consumer facing roles. She earned her MBA in integrated marketing communications with a focus on digital marketing from DePaul University in 2012. Visit [bioelements.com](http://bioelements.com).



*Kristy Cullinane*

Award-winning barber **Michael Walker**, also known as **Mike Sharrpp**, has joined **Gibs**



*Mike Sharrpp*

**Grooming's** education team. Mike also works as a barber at **Main Attraction Unisex Salon** in West Philadelphia, and won the Fastest Fade competition at the 2012

**Xotics Hair Battle Tour**. Mike has been a long-time fan of Gibs Grooming products and appreciates their versatility. His must-haves include the **Bush Master Beard Oil** "because it has a great aroma and the ladies love it!" and the **Black Cognac Beard Balm-Aid**, due to its conditioning formulation and for its styling capabilities. Says Mike, "It also brings out the wave pattern in the hair."

Mike works with many musicians and celebrities, including multi-platinum-selling singer/songwriter **Keyshia Cole** and the Shippensburg University Men's Basketball team. Visit [gibsgrooming.com](http://gibsgrooming.com).

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