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#Lippies

32 Lip Products
We Love!

The Salon At ULTA Beauty

A Behind-The-Scenes
Look With Top Execs

BELLAMI Hair, NAILHÜR & LIPLAND

The New Multi-Brand Supplier



PERSONAL CARE PRODUCTS INDUSTRY IS MAJOR CONTRIBUTOR TO U.S. ECONOMY, SAYS STUDY

The Personal Care Products Council recently released a new study by PricewaterhouseCoopers on the economic and social contributions of the personal care products industry in the United States. The study found the industry is one of the most dynamic and innovative industries driving the U.S. economy.

"In addition to the many tangible benefits our companies offer to consumers, the cosmetics and personal care products industry is directly responsible for creating American jobs," says Lezlee Westine, Personal Care Products Council president and CEO. "We are proud to support the economy, contribute to social and environmental programs, and meet the needs of American families."

To better understand the value of these contributions, the council engaged PwC to measure the industry's economic and social impact using the most recent government data. Key findings include:

- **The personal care products industry strengthens the U.S. economy.** In 2013, the industry added nearly \$237 billion to the U.S. gross domestic product, and supported 3.6 million domestic jobs that earned \$144 billion in wages and incomes through its direct, indirect and induced contributions.
- **Industry contributes to a strong export economy.** In 2014, the personal care products industry exported nearly \$17 billion—contributing nearly \$6 billion to the nation's surplus, while the overall U.S. manufacturing sector experienced trade deficits.
- **Industry helps small business owners thrive.** More than two-thirds of the total employment in the industry is in small businesses with less than 50 employees.
- **Women—including women with diverse backgrounds—are at the heart of the industry.** The share of management positions held by women in the personal care products industry is higher than the U.S. average. Women and those with diverse backgrounds account for nearly 74% of all industry employment and 61% of management positions.
- **Significant research and development investment drives innovation.** Cosmetics manufacturers invest nearly \$3 billion in research and development annually, and continue to provide consumers an array of innovative, high-quality products. The industry employs about 6,000 scientific and technical professionals dedicated to ensuring product and ingredient safety. "Every day millions of families around the world trust and rely on personal care products to improve their health and well-being and to enhance their daily lives," adds Westine. "This study confirms that communities across the country rely on the industry's economic and social contributions to support jobs and spur economic growth."

To view the entire study, visit personalcarecouncil.org/about-us/economic-impact-study.

WAHL PROFESSIONAL UNVEILS INTERACTIVE TOOL SELECTOR

Wahl Professional has introduced a cool, interactive Tool Selector for beauty professionals at its website, wahlpro.com.

Users are greeted with a Web-based experience that assists them in choosing the proper Wahl Professional clipper or trimmer based on a number of factors, including the client's hair texture and the technique being used.

"We'll recommend a specific clipper or trimmer based on their responses," says Lance Wahl, director of sales and marketing, Wahl Clipper Corp. Professional Division.

Laura VanderMoere, Wahl Professional director of education, was tasked with creating the online tool.

The Web tool is aimed not only at beauty pros looking to expand their artistic arsenals, but also to salon or barber students looking to upgrade their current tools—as well as distributors working closely with established businesses.

"We aim to make the Wahl Tool Selector a new interactive experience for users that is not only helpful but also educational and visually compelling," adds Wahl.

MOTHER DIRT BRAND LAUNCHES PROGRAM FOR SMALL SHOPS

Mother Dirt—which creates live probiotic skincare products that nurture the good bacteria of the skin and has received a lot of consumer press—introduced a wholesale/reseller program at Natural Products Expo West in March, where it exhibited in the Hot Products area at the Hilton Anaheim.

The program started by focusing on independent natural product stores and small shops that align with the Mother Dirt brand. Previously, the line was only available for sale at the company's website, motherdirt.com.

Also, the AO+ Mist from Mother Dirt won the 2016 NEXTY Awards in the Best New Beauty Product category at the trade show in Anaheim, California.

Currently, other products in the line are the Mother Dirt Shampoo and the Mother Dirt Cleanser.

Mother Dirt is the consumer product division of AOBiome, a three-year-old biotechnology company researching the role of Ammonia Oxidizing Bacteria (also known as AOB) on skin health.

For more on the wholesale/reseller program, contact Mother Dirt's Licole Paroly, wholesale@motherdirt.com, or visit motherdirt.com.

SPRAYCO BUYS MIAMICA TRAVEL ACCESSORIES



Sprayco Consumer Products has completed its acquisition of Miamica, a line of trendy travel accessories.

"We welcome Miamica to the Sprayco family of brands," says Eric Seidel, Sprayco senior vice president. "We believe the addition of the Miamica products will greatly complement the current Sprayco travel line. We welcome [Miamica founder] Devra [Miller], her team and their tremendous creativity to our family."

Miller adds, "We are excited to be joining forces with Sprayco and [parent company] MJS Packaging. We are confident that Sprayco's retail distribution channels and knowledge of the travel-goods market will greatly enhance our ability to grow and prosper outside our current distribution channels."

Sprayco is a major supplier in the travel-plastics product category, and its family of brands includes On the Go and TravelGuard with Microban.