

# The Best of Beauty Expo USA

The 2005 edition of the hair and beauty supply show offered a look at the latest products for the multicultural market.



THE BEAUTY EXPO USA HAIR & BEAUTY Trade Show returned to the Las Vegas Hilton Hotel Convention Center January 31-February 2, 2005, for its 8<sup>th</sup> annual look at multicultural beauty products. The event attracted a significant number of Korean beauty store owners and distributors from across the country, all eager to find the latest saleable items and partake in the full seminar program.

Hair goods of all types are the major draw at Beauty Expo. According to the show directory, hair-goods suppliers made up only 25% of the total exhibitors but seemed to dominate the show floor with more than 50% of the available space. With so many hair-goods exhibitors competing for business, many of them sported larger booths than in prior years and made more use of colorful, hanging signs and banners. The overall effect added a nice level of excitement to the show floor. General merchandise, including costume jewelry, shoes, handbags, belts and scarves, was another important category. There was even a booth from a vendor that offers a do-it-yourself kit for making decorative teeth caps in gold, silver and platinum!

In the multicultural market, liquid lines are referred to as “chemicals,” and Beauty Expo provides a perfect venue for the exhibition of both established and newly introduced shampoos, conditioners, treatments and styling aids. One of the significant trends in chemicals is the growing popularity of olive oil as a key ingredient; a number of lines now include it in their formulations, as I found at several stops while walking the aisles. When it comes to haircare products, there were other discoveries as well. Here are some of the highlights:

## SHAMPOOS, CONDITIONERS & TREATMENTS

**Alleghany Pharmacal** introduced the newest addition to its great-selling Lustrasilk Cholesterol creme conditioner collection: Shea Butter Cholesterol Plus. Enriched with mango to hydrate and condition the hair, the new triple-acting formula is available in the same 20-ounce bonus size as the other members of the Cholesterol line: Placenta & Jojoba Oil, Herbal, Aloe Vera and Tea Tree. Among the other new

products on display were Vigoral Georgia Peach hair pomade and Black Bees-Wax styling wax. For additional information, call 800/645-6190 or send an e-mail to Sam Lazar at slazar@alleghanycorp.com.

The Wet-n-Way line from **The Bonfi Natural Co.** featured Tangle Free spray, designed to revitalize and define wave patterns. This reliable seller improves overall hair health, adding body, sheen, elasticity and silky softness with a special blend of emollients and conditioners. Also on display was the company's Oil Free Wig Shine, formulated to add the highest possible shine to hairpieces made of either natural hair or synthetic materials. For more information, call 703/257-4112 or visit [www.wetnway.com](http://www.wetnway.com).

**C&L USA** markets Avatar hair color and Surge haircare products. The Avatar line includes Avatar semi-permanent haircolor rinse in 18 high-fashion shades; Golden Plus semi-permanent haircolor rinse in 16 basic blacks, browns and reds; Funky Fruit gel color in eight shades and fresh aromatic fragrances; and Avatar Junior, a range of the most popular Avatar colors in a smaller, compact size. Also seen at the show were two new SKUs for the Surge line: Moisture Aide extra-strength leave-in conditioner and Ultra Max hair and scalp stimulant. Employing a special blend of ingredients that penetrate the hair shaft, Moisture Aide helps prevent split ends and reduces dryness and breakage. Ultra Max includes mucopolysaccharides, aloe vera and vitamin E to promote strong, healthy hair growth. For more information, call 888/816-8144 or visit [www.surgehaircare.com](http://www.surgehaircare.com).

**Colomer USA**, a major player in the multicultural products category with a number of top-selling brands, introduced new items in its Creme of Nature and Revlon Realistic lines, as well as new packaging for its African Pride Dream Kids brand. The company also unveiled Tress Tranzitions by Lottabody, a styling line formulated with a blend of ingredients that protect the hair internally, externally and against thermal damage. The simple but effective Triple Action Protection system allows for amazing hair transformations—users can go from curly to straight, or the other way around—without a fuss. Tress Tranzitions consists of six SKUs—Fast Dry Curl

Defying Foam, Blow Dry Straightening Lotion, 4 in 1 Shampoo, Extreme Curling Gel, Maximum Hold Setting Lotion and Press 'N Curl Wax—and an introductory, prepacked counter merchandiser is available. For more information, call 800/944-4247 or visit [www.thecolomergroup.com](http://www.thecolomergroup.com).

The Organics by Africa's Best Hair Vitalizer collection was introduced by **House of Cheatham**, a long-time marketer to the multicultural category. The three-SKU Hair Vitalizer range includes Horsetail & Rosemary, a triple-strength, extra-light, organic conditioning and growth stimulant; Herbal Thick, a maximum-strength hair therapy with ginseng root to help stop shedding and thinning; and Olive Oil Moisturizing Growth Lotion with shea butter, enhanced with oat and soy protein strengtheners. All three products have an SRP of \$4.99, and the available 22-piece counter display is a perfect way to promote the range. For further information, call 800/688-1878.

**Namasté Laboratories** hits the bull's-eye with its marketing of Organic Root Stimulator haircare products for men and women of color. Included in the line is a collection of olive oil-based products that now includes Creamy Aloe Shampoo and Olive Oil Replenishing Pak. Formulated with olive oil, aloe vera, panthenol and lecithin, Creamy Aloe Shampoo neutralizes, detangles and moisturizes the hair, leaving it soft and more manageable. It's available in a 12.5-ounce size with a \$5.99 SRP. Olive Oil Replenishing Pak is a deep-penetrating conditioner made with olive oil, marine proteins and sweet orange oil. Each 1.75-ounce packet has an SRP of \$1.29 and comes as part of a 12-unit counter dispenser. For additional information, call 888/766-8784 or visit [www.organicrootstimulator.com](http://www.organicrootstimulator.com).

**Matador Styling Products**, marketer of the Wonder-Gro haircare brand, displayed its T-MAX therapeutic products at Beauty Expo. Two collections are available: Scalp Defense for dandruff protection and Scalp Offense to stimulate hair growth. Both product ranges contain four SKUs, all with a \$4.99 SRP, and there's a 32-piece counter display for both lines. For additional details, call 925/677-7370 or visit [www.wonder-gro.com](http://www.wonder-gro.com).

## As I See It

On display at the booth of **Nature's Protein** was Doo Gro Triple Strength Anti-Breakage Growth Detangler. This conditioning spray instantly eliminates tangles, adds shine, helps prevent hair breakage, and is safe on relaxed, natural and braided hair. The formula contains shea butter, aloe vera and vitamins, and can be used on wet or dry hair to keep it healthy and manageable. For additional information, call 877/436-6476 or visit [www.dooagro.com](http://www.dooagro.com).

## BEAUTY EXPO PROVIDES A PERFECT VENUE FOR THE EXHIBITION OF NEW BEAUTY PRODUCTS

**Nubian Silk** showcased its Stimul-X Hair Growth System, an all-natural line that contains no mineral oil, petroleum products or alcohol. The four-product range is formulated with botanical oils, herbs and essential nutrients to help lead to stronger, longer, more beautiful hair. Stimul-X Growth Oil, designed to repair stressed, weakened hair and stimulate root growth, comes in a 4.25-ounce bottle with an SRP of \$6.95; Therap-X Shampoo and X-Treme Thera-Silk Conditioner come in a 12-ounce size with an SRP of \$5.95; and X-Treme Silk Sheen spray, available in an 8-ounce bottle, also has an SRP of \$5.95. For more information, call 877/682-4263 or visit [www.nubiansilk.com](http://www.nubiansilk.com).

Color Flash fashion color mousse, targeted at women of color between the ages of 16 and 29, was highlighted at the **SoftSheen-Carson** booth. The new line provides the convenience of relaxing and coloring hair the same day and is fast and easy to apply. Seven sizzling shades are available, including Ginger Swirl, Copper Burst, Orange Candy and Raspberry Yum. The line is merchandised in a bright, attention-getting, 28-piece counter display with removable header card for easy shelf placement; a poster, shelf dangler, haircolor swatch ring and 50 "Girlfriend" Q&A booklets are included at no extra charge. Also featured by SoftSheen-Carson were three new blonde shades for the Hi Rez haircolor line. For more information, call 800/621-6143 or visit [www.softsheen-carson.com](http://www.softsheen-carson.com).

Olive and soy oils are the two newest ingredients in **Straight Arrow's** Original Mane 'n Tail line of creme moisture-balancing treatments for hair and scalp. These leave-in conditioners, which help prevent hair breakage, split ends and dryness, come in 5.5-ounce jars and have a \$4.50 to \$4.99 SRP. Barrier Daily Styling Protection Treatment and Reconstructor Instant Protein Conditioning Treatment were also new Mane 'n Tail line extensions featured at the show. Barrier provides a shield that protects hair from heat and styling products and comes in an 8-ounce spray bottle. Reconstructor is a leave-in conditioning

spray in a 6-ounce bottle. The products feature SRPs of \$4.99 to \$5.50. For more information, call 904/273-6878 or visit [www.manentail.com](http://www.manentail.com).

### RELAXERS AND STYLING AIDS

**Ampro Industries** used Beauty Expo to introduce Purple Rain, a lightweight, vitamin-enriched styling gel that provides ultimate hold, adds body and shine, conditions, protects against the effects of

humidity, and doesn't flake. Also available in a Mega Hold formula, Purple Rain comes in a great-looking, 6-ounce purple jar with an SRP of \$3.99. Ampro will be supporting the product with a national ad campaign, plus an additional 3% co-op discount for its accounts' advertising and promotional efforts. For additional information, call 800/727-0096 or visit [www.amprogel.com](http://www.amprogel.com).

**Culture** showcased its Silky Straight relaxer system with Co-Pro 12 Complex, a blend of eight moisturizers, four conditioners and gentle botanicals that moisturizes, conditions and strengthens hair during the relaxing process. The system is lye-free and leaves hair soft and shiny. For more information, call 703/760-7125 or visit [www.culturecare.net](http://www.culturecare.net).

Hot-styling iron manufacturer **Golden Supreme** now offers four new maintenance products, which it unveiled at the show: Hair Shine Serum and Hair Shine Spray, both in 4.25-ounce bottles, and Hair Spritz and Braid Sheen Spray, both in 8.5-ounce bottles. A 12-piece display containing six sprays and six serums is available at a salon cost of \$77.88. For more information, call 800/332-9246 or visit [www.goldensupreme.com](http://www.goldensupreme.com).

**JF Labs** offers a number of successful haircare brands, including Silky, New Life, Relax with Leisure, Vitale and Hawaiian Silky. Among the many items on display were the New Life Curls Styling Gel family, an eight-SKU line of styling and activator gels that add body and shine; Vitale Ever-tone semi-permanent hair color, available in six shades; the completely repackaged line of Vitale relaxer systems; and the recently acquired Hawaiian Silky line, including Sensitive Scalp Relaxer, Freeze Styling Gels and Spritz holding sprays. For complete information on all JF Labs products, call 800/262-2326 or visit [www.jflbeautyclub.com](http://www.jflbeautyclub.com).

**Luster** featured new packaging for its Pink No-Lye Crème Relaxer kits, available in either Regular or Super size. In addition, the company announced a new consumer promotion of a free 2-ounce Pink Oil Moisturizer Lotion included in both kits.

For additional information, call 800/621-4255 or visit [www.lusterproducts.com](http://www.lusterproducts.com).

**Strength of Nature's** Profectiv line has been a success for years, thanks to innovative products, great packaging and aggressive sales and marketing activities. At Beauty Expo the company featured the latest extension to the brand: Relax & Refresh, a new line of anti-damage, no-lye relaxers with an added haircolor restorative system. Each Relax & Refresh kit has an SRP of \$8.95 and includes a neutralizing shampoo mousse and semi-permanent color that allows users to relax and highlight their hair in one step. A great-looking counter merchandiser contains three each of four shades. For more information, call 888/825-2813 or visit [www.strengthofnature.com](http://www.strengthofnature.com).

### SKIN CARE

Hair goods and haircare products weren't the only draw at the show; skin care is also a growing category in the multicultural market. **Bio Creative's** Pedi Sation aromatherapy pedicure treatments combine herb and flower essences with lavender, tea tree oil, peppermint oil, shea butter and arnica. The five-SKU line—Foot Soak, Scrub, Masque, Lotion and Critical Repair Crème—is available in 7-ounce retail and 16-, 32- and 34-ounce professional sizes. There's also a 16-tube retail display. For additional details, call 877/909-7334 or visit [www.pedisation.com](http://www.pedisation.com).

One of the newest skincare players is **Silk Diva**, a line targeting women of color with a straightforward presentation of essential products at affordable prices. The brand includes Silk Oasis skin toner, Silk Primer oil block lotion, Silk Tone blemish lightener, Silk Wash skin cleanser, Silk Hydrating Cream moisturizing body lotion and Silk Polish exfoliating body scrub. All Silk Diva products are presented in a prepacked counter display and have an SRP of \$7.99, except for Silk Oasis at an SRP of \$6.99. For more information, call 914/843-7410 or send an e-mail to Mark Osinoff at [osinoff08@aol.com](mailto:osinoff08@aol.com).

The **Topiclear Gold** Collection offers three ranges of skincare products: the green-labeled Shea Butter line, brown-labeled Cocoa Butter line, and tan-labeled 3 in 1 line, which blends 100% natural cocoa, shea and carrot butters. All three lines are enriched with vitamins A, C and E and include lotion (\$5 SRP), soap (\$2 SRP) and creme (\$4.99 SRP). For additional [pwww.topiclearinc.com](http://www.topiclearinc.com).

Maintaining a complete product selection is one of the key success factors for stores serving a multicultural client base, and attending Beauty Expo is a must for all buyers and store owners who want to be on top of what's new. ■

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