

Acquired Assets

Unilever, one of the world's largest consumer goods corporations, recently acquired several iconic skincare companies, including Los Angeles-based **Dermalogica** and **Murad**.

Jane and Raymond Wurwand created The International Dermal Institute in Carson, California, in 1983 and founded Dermalogica three years later. The brand has since grown to manufacture and sell a wide variety of professional and retail skincare products in more than 80 countries. The Wurwands will remain minority shareholders and have vowed to "ensure the brand's identity and DNA remain intact during the partnership process." The couple hopes the acquisition will provide Dermalogica with new distribution opportunities and increased global expansion.

"Our brand's foundation remains firmly rooted in education and our heart and soul will always be the professional skin therapist," says Jane Wurwand. "We are excited about this new chapter, and look forward



to supporting the next generation of professional skin therapists and women entrepreneurs worldwide."

Murad, self-deemed the "first modern doctor brand", was founded in 1989. Dr. Howard Murad, a dermatologist, pharmacist and UCLA professor, developed numerous skincare lines incorporating antioxidants, anti-inflammatories and hydrators to address a range of concerns. Nearly

three decades later, the company has a presence in 42 countries and holds partnerships with business chains such as Massage Envy, Sephora, Ulta and Nordstrom. Following the acquisition, Murad will be incorporated into Unilever's Prestige division, dedicated to select distribution of premium personal care brands.

"We will continue to make our relationships with industry professionals a top priority," says Murad, who notes the company has no plans to change distribution. "We're confident this new chapter will bring forth cutting-edge products, technologies and resources that will benefit our trusted estheticians and valued partners across the globe."

Other skincare companies recently added to the immense Unilever portfolio include **Kate Somerville** and **REN**. The parent company makes and sells food and personal care products under more than 1,000 brand names worldwide, including Dove, Nexxus, St. Ives, TRESemmé and Vaseline, among others.



Beauty professionals eagerly await the opening of the 2014 ISSE Long Beach show.

Best in Show

Trade Show Network News (TSNN) has named the Professional Beauty Association's (PBA) International Salon and Spa Expo (ISSE) at Long Beach one of the top 25 fastest-growing trade shows. The honor is based on attendance figures: the ISSE Long Beach show hosted 40,000 attendees in 2012 and 43,500 beauty professionals this year.

Winners will be recognized at the 6th annual TSNN awards in Atlanta from November 6-8, in a celebration that will also honor the top 25 fastest-growing shows based on net square footage. TSNN will bestow an Industry Icon Award and Best of Show Award, and festivities will include an opening night ceremony at the city's College Football Hall of Fame and a brunch at the Jimmy Carter Presidential Library and Museum.

Other award recipients include conferences for industries ranging from trucking and roofing to the beauty world.

For more information about ISSE Long Beach and PBA, visit probeauty.org.

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IN THE NEWS

Launchtime!

South Pacific-based skincare company **Pure Fiji** has launched **Noni**, a new signature line. The line is named for its main ingredient: the noni plant, a member of the coffee family that has grown in the Fiji Islands for centuries and long served as a source of food and medicine for the archipelago's native inhabitants.

Noni seed oil's benefits are manifold. It contains high amounts of Omega 6, and is also high in:

selenium, known for improving skin health and elasticity; xeronine, which helps with cell regeneration; and scopoletin, a natural anti-inflammatory. Noni leaf hydrosols revitalize skin and help it to retain moisture, boost collagen production and prevent wrinkles and fine lines. Within Traditional Chinese Medicine, the plant's roots (*ba ji tian*) are used to treat abdominal and menstrual pain. The fruit, leaf and seed oil are all used in the new line, which will target clients with anti-aging skin concerns. Pure Fiji's new Noni offerings include:

- Hydrating Body Lotion
- Milk Bath Soak
- Body Butter
- Shower Gel
- Exotic Body Oil
- Sugar Rub
- Hydrating Body Mist
- Spa Soap

Based in Fiji's capital Suva, Pure Fiji works to produce natural products using sustainable manufacturing processes that leave a minimal carbon footprint. It continually strives to respect and support the people, culture and environment of its native islands.

For more information about Pure Fiji, go to purefiji.com.



PerformanceHealth
Academy

Web of Knowledge

Performance Health is reintroducing its education website with an increased focus on its brands, which include Active Ankle, Biofreeze, Bon Vital', Cramer, Thera-Band and Thera°Pearl.

The website, previously found at TheraBandAcademy.com, has been officially redesigned and relaunched as **PerformanceHealthAcademy.com**.

The site requires registration but is free to use, and serves as an educational resource for both professionals and consumers. New features include: an easy-to-navigate drop-down menu; a search tool that lets users find exercises by type of movement; a Techniques tab that allows professionals to search for clinical techniques (which can then be printed out for clients to review and take home); and the addition of an Evidence Based Practice search category within the Research tab, enabling users to filter for specific research relating to Performance Health products. To avoid initial confusion for the time being, the new site will continue to reference the Thera-Band Academy and includes a video overview of the updated features.



Cuccio's Hong Kong-based educators gather for a special training session.



Harnessing Hong Kong

Cuccio International's latest global training session took place on June 16 in Hong Kong, where 30 educators gathered to be taught by Jacqueline Yeung, the brand's business development director for Asia. The event was hosted by Cuccio's Exclusive Distributor Nailtech Professional HK Limited and marked the first time in a decade that all of Cuccio's Hong Kong-based educators were together in the same room.

Professionals were introduced to the brand's T3 LED Controlled Leveling Gel, veneer flat art painting and 3D design technique, plus given techniques for choosing the best LED lamp. The entire training—in line with the overall goals of the Cuccio education system—was geared toward helping nail salons increase their profit margins in a fast-paced city.

"Most people in Hong Kong's nail industry are rushing to make money, but they tend to focus on the day to day," explains Yeung. "As a result, there aren't many classes. And, when

there are, not many people show up because professionals are concerned about spending their time on something that they can't guarantee will be used in their salon." As a company dedicated entirely to professionals, Cuccio was able to garner a larger group of attendees by concentrating on salon-focused information and technique.

"[Cuccio International founder and CEO] Tony Cuccio always tells us: 'Why not? If you never try, you never know!,'" says Yeung enthusiastically. "So we tried it and it turned out great!"

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