

beauty supply stores who have gone out of business. For years, those stores had a monopoly on selling salon hair care brands to the public. With widespread product diversion, that advantage has been wiped out by the mass retailers who stock large sections of professional hair care. The smart beauty store operators who saw that trend coming have diversified their product selection to become destination beauty stores and continue to be viable retailers.

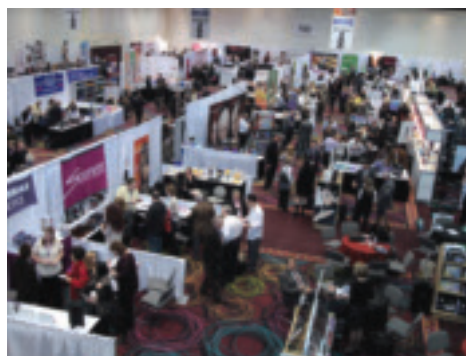
New products kick off the new year

Dennis Bernard Campanaro, president/CEO of **Dennis Bernard, Inc.**, introduced **Grey Oxidizing Drops** (1 ounce/list \$9.99; 1/4 ounce/list \$5.49). According to Dennis, Grey Oxidizing Drops can be added to any manufacturer's permanent, demi- or semi-permanent color to completely cover gray hair. Maximum color absorption with a shortened processing time is achieved by mixing Grey Oxidizing Drops and **The Color Accelerator (TCA)** into the color mixture. Reach Dennis at 800-541-5456 or info@dennisbernard.com. Visit www.dennisbernard.com.

Kristin Almond, who previously worked for **TIGI** and is now president of **Lucky 11**, has created salon quality hair and body products for cheerleaders, cheer moms and all girls who love the sport. Lucky 11's new five-product **Diva Chics** line is the big sister to the original **Cheer Chics** line of hair and body products. Kristin stated, "Even if our packaging is fun and flirty, the gentle and rejuvenating formulas are geared to promote hair health and good personal care at any age. In Lucky 11, our exotic superfruit complex (acai, pomegranate and dragonberry extracts) helps protect against environmental stress. The line includes **Be Fabulous Moisture-Rich Shampoo** (8 ounces/SRP \$10.95), **Be Fabulous Moisture-Rich Conditioner** (8 ounces/SRP \$11.95), **Be Fierce Hydrating Detangler** (8 ounces/SRP \$12.95), **Be Perfect Hair Pudding/Styling Cream** (8.5 ounces/SRP \$13.95) and **Be Glitzy Hair and Body Glitter** (5.2 ounces/SRP \$9.95). Reach Kristin at 888-992-4337 or kristin@lucky11products.com. Visit www.lucky11products.com.

Nadine Jones, Ojavan Products director of marketing and PR, showed a new skin care line

made from America's Dead Sea, the Great Salt Lake. She noted, "Our products have Native American names and contain more than 70 trace minerals. In fact, the company name is Navajo spelled backward!" The products include **Npató Mineral Mud Face & Body Mask** (2 ounces/SRP \$25.00; 6 ounces/SRP \$58.00), **Maka Ashih Mineral Mud Salt Scrub** (4 ounces/SRP \$44.00; 6 ounces/SRP \$64.00), **Pamea Poan 88% Certified Organic Facial Moisturizer** (1 ounce/SRP \$35.00), **Pamea Poan 80% Certified Organic Hand & Body Cream** (6 ounces/SRP \$34.00) and **Aromatherapy Bath Salts** matched with a holistic healing crystal (7.5 ounce/SRP \$16.00; 16 ounces/SRP \$22.00; 1.3 lbs/SRP \$26.00). Reach Nadine at 801-392-5896 or nadine@ojavanproducts.com. Visit www.ojavanproducts.com.



The Western Buying Conference Show floor

Another new exhibitor was **Windmill Health Products**. The company has been in business for more than 35 years and is a manufacturer and marketer of lifestyle nutritional products and nutritionally enhanced cosmetics, creams and lotions. Windmill is manufacturing and marketing the **Quick Trim** line of diet products endorsed by **Kim Kardashian** and her sisters, along with the **Kardashian Glamour Tan** and **Rejuvicare Inner Beauty** product line. Windmill will be introducing value-added multicultural skin lightening formulas and a line of nutritionally enhanced cosmetics, creams and skin moisturizing lotions over the next several months. Reach **Rich Lauritano**, vice president of special market sales, at 800-822-4320, ext. 316, or rlauritano@windmillvitamins.com. Visit www.windmillvitamins.com.

Free Your Mane is a new multicultural hair

care line featuring baobab oil from Africa. Baobab oil holds and delivers eight times its weight in moisture to the hair. The product line contains no sulfates, phthalates, parabens or petrochemicals and features **Hydrating Shampoo and Daily Detangling Conditioner** (10.14 ounces/SRP \$15.95); **Intensive Hydrating Hair Masque** (8.45 ounces/SRP \$19.95); **Conditioning Pomade** (4 ounces/SRP \$15.95); **Reviving Spray** (4 ounces/SRP \$14.95) and **Restorative Hair Oil** (4.1 ounces/SRP \$24.95). Reach **Israel Segal**, president, at 818-434-0115 or israel@freeyourmane.com. Visit www.freeyourmane.com.

Alleghany's new management team has been revitalizing its brands with updated packaging, line extensions and salon-inspired ingredients. **Jhirmack Distinctions Silver Plus** now offers a complete hair care regimen enriched with natural anti-aging properties from vitamins, botanicals and antioxidants. **Pure Shine** features six products designed to create shiny, curly or straight hair. New slim-line, space-saving **Hask** displays offer increased shelf productivity for beauty store retailers. **Vigorol Mousse** has a new, sleek design with enriched formulas, including **Maximum Shine & Wave Mousse** (12 ounces/340 g/SRP \$3.99); **Olive Oil Mega Moisture Mousse** (12 ounces/340 g/SRP \$3.99); **Curls Mousse** (12 ounces/340 g/SRP \$3.99); and **Relaxed Hair Mousse** (12 ounces/340 g/SRP \$3.99). New Vigorol products include a **Liquid Hair Relaxer Kit** (2 applications/SRP \$4.99); **Moisture & Strength Defense Crème Hairdress** (5 ounces/145mL/SRP \$3.99); **Temple & Scalp Defense Crème Hairdress** (5 ounces/145mL/SRP \$3.99); **High Gloss Spray** (5 ounces/145mL/SRP \$4.99); and **High Gloss Serum** (5 ounces/145mL/SRP \$4.99). To learn more, reach **Yvonne Chavez-Sein**, director of sales, at 800-645-6190 or ycsein@alleghanycorp.com. Visit www.alleghanypharmaceutical.com

BIR visited with **Peter Von Berg**, president of **Nutra Luxe MD**, who was exhibiting a low-level cold laser light to treat thinning hair. Laser light therapy has been used for years by hair loss clinics to treat hair loss. Nutra Luxe MD is introducing the same technology to be used at home. The company's **Nutra-Laser** system contains a low-level cold laser hair brush with

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