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Cosmoprof North America Serves as Brand Launching Pad

By FAYE BROOKMAN

Cosmoprof North America has emerged as an incubator for up-and-coming brands over the past five years. In addition to exposure on the trade show floor, several beauty lines received a boost during the Beauty Pitch, initiated last year and on tap again for 2016.

CPNA will roll into Las Vegas again this year on July 24. The Beauty Pitch is back with a new twist: two major national retailers will be involved with the competition to provide one company of their choice access to all their online/physical stores.

The winning company last year, 100% Pure, revved up sales growth through participation at the show as well as a year of mentorship won from "Shark Tank" judge Mark Cuban.

"Cosmoprof and Beauty Pitch immediately put 100% Pure in front of all the eyes of the industry. Every buyer and investor instantly became aware of 100% Pure," said company founder and chief executive officer Richard Kostick. "Having Mark choose us gave us validation. My Rolodex, or I should say my LinkedIn connections, grew threefold from it."

Kostick said the company produced sales above its target last year and will grow another 75 percent on top of that in 2016. Although focused digital and direct retail channels, 100% Pure has partnered with select brick-and-mortar retailers. The company also operates 12 of its own retail stores with plans to open one to three more in the second half of 2016. Beyond the sales uptick, 100% Pure's chief marketing officer Bob Purcell, added that winning put "pep into every team member's step."

Simple Sugars, which Cuban invested in on "Shark Tank," is among the exhibitors at the Discover Beauty area at Cosmoprof, which offers emerging companies exposure to retailers.

"Since last Cosmoprof, Simple Sugars has launched at a variety of new retail outlets, including Von Maur, Pharmaca, Rue La La, and select Rite Aid genuine wellness locations. We have also continued to see great success at Beauty Brands, who we met at Cosmoprof in 2014, and have become one of their top selling brands. We also partnered up with Glossybox, giving thousands of people the chance to try Simple Sugars products," said company creator Lani Lazzari. Prior to attending the show, Simple Sugars had almost no retail distribution and is now sold at more than 500 locations, most which were secured through CPNA. This year will be her third time exhibiting at the show.

This year Lazzari will unveil a Smooth for Men addition to her lineup, a one-step all-natural skin care line for sensitive skin aimed at men. Also the company will focus on Emu Oil, which is aimed at consumers with extremely dry or sensitive skin.

One of the busiest exhibits last year was Static Nails, a new line of reusable artificial nails. According to company founder Alexis Irene, the meeting gained the brand access to Murale in Canada, Beauty.com and Von Maur.

Two other Discover Beauty companies, ClariSea and Juara Skincare who nabbed new distribution, relayed similar sentiments. Another sector of the show is Discover Beauty Spotlights where companies including Cosmoholic, Dermovia and Florapy made key connections.

A breakout area introduced last year was Tones of Beauty for multicultural brands such as Twisted Sista, Earth' Nectar and Clique by Roble. Bart Schmidt, managing director of Clique by Roble, said the show exposure opened up global distribution. "We are a multicultural brand and the showcase allowed us to crossover and speak to a wider audience."



Discover Beauty was a hotbed of innovation in 2015