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# Contestants for the Beauty Pitch Revealed

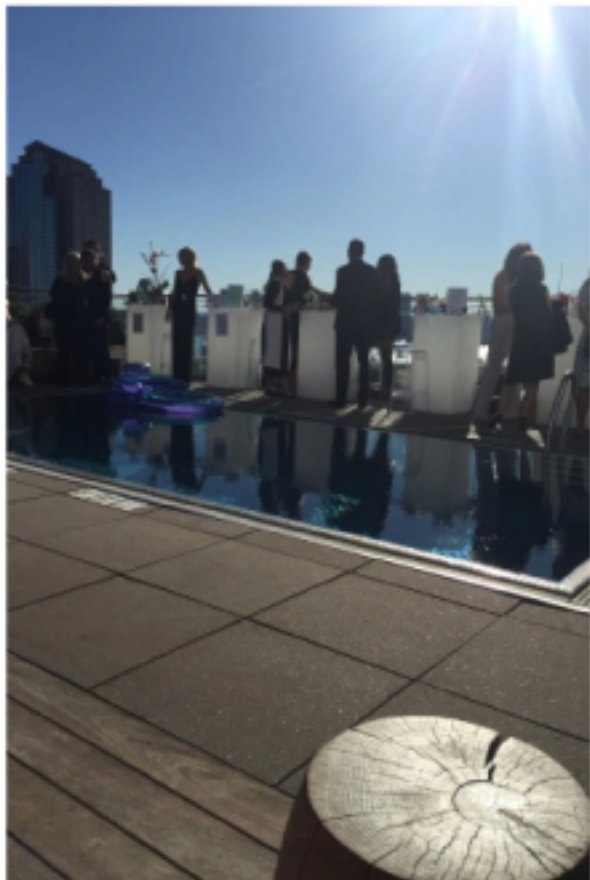
By FAYE BROOKMAN

The six finalists competing at this year's Beauty Pitch have been announced by The Professional Beauty Association and Cosmoprof North America. Three companies will present in the Startup category and the other three in the Established segment. Company officials will pitch their business ideas in front of a live audience and a panel of judges headlined by John Paul DeJoria and As Seen on TV founder Kevin Harrington on July 23 in Las Vegas prior to the kick off of CPNA.

Flip-It Cap Co., a tool to get the last drop out of beauty products; Pur-lisse, a line fusing Asian beauty wisdom and French cosmeceuticals, and Sunlights Balayage, a balayage kit qualified for the Startup contest. The Established contenders are P3Pure, natural personal-care products; Vanity Girl Hollywood, a line of vanity mirrors and accessories, and Whish, a skin-care line.

This is the second year of the contest, which provides an avenue for entrepreneurs to gain access to the beauty industry and investors. Last year's winner, 100 Percent Pure was awarded \$10,000 and a one-year mentorship from Mark Cuban. The Beauty Pitch kicks off the PBA Beauty Week and is a prelude to CPNA, which runs this year at the Mandalay Bay from July 24 to 26.

In advance of the show, Cosmoprof held a preview at New York's James hotel of some of the lines set to exhibit including Chaleur's thermal heat-powered skin-care mask; Contours RX, a nonsurgical fix to make eyes look wide open; eco-beauty from Itiba, and Orly Breathable nail polish. Services were provided by Orly and Obliphica hair stylists at the event attended by retailers and other members of the beauty industry.



Products set to exhibit at Cosmoprof North America were previewed on the roof at The James hotel.