

guest columnist

Generating good vibrations

By Bart Foreman

Marketing teams continue to chase the same Holy Grail—THE CONSUMER. The search to identify a brand's customer should be easy because the wealth of available marketing data is unending. But it's not easy, because shoppers and buyers are everywhere—in store and online—often both at once. Their expectations are at an all-time high.

Marketing teams tend to believe that consumers are different. Instead of comparing Baby Boomers, Gen Xers, Millennials and Gen Zers (aka Centennials or iGens), they contrast them. While the various demographic cohorts might buy different things, and have different buying habits and patterns, they all seek one thing: Good Vibrations. How each customer defines his or her good-vibration differs, but brands, retailers and B2B marketers need a lot of preparation to generate good vibrations.

Customers are used to having a lot of information at their fingertips, says Tom McGee of the International Council of Shopping Centers (ICSC). "Information is very accessible, so products have to be very accessible. Customers want things quickly; they want them readily available; they don't want to have to go out of their way—because they haven't had to do that." Tom's comments were directed toward all consumers.

For the past decade, SMEs have reported that the iGen digital natives' good vibrations are wedded to the online experience. Now, according to the ICSC, as reported in Retail Dive, 75% of Gen Z's made a trip to a shopping mall within a three-month period, and 75% say that shopping in physical stores is a better experience than shopping online. Comparing the same three-month period finds that 70% of Millennials, 60% of Gen Xers and 52% of Boomers shopped in store.

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by Jayne Morehouse
CEO, Beauty Industry Report



As we approach the end of the year, BIR reports on major personnel changes in Professional Beauty, as executives seek new opportunities and companies gear up for 2019.

M&A activity has been strong all year with companies looking for new partnerships that will provide new capital and resources, expand their efficiencies, and help them capture a greater spend from customers.

Quarterly reports are in, and most public companies in our sector are seeing improved financial results—or project they will by the next quarter. Are we turning a corner or experiencing a bump? Only time will tell.

What are your plans for growing your business in 2019? It's time to hear about them. I look forward to seeing you at the 5th BBA Executive Summit next week, where we will learn about "Innovation Through Disruption."

All my best,

Jayne

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Give your loved ones (or yourself) the gift of pre-holiday glowing skin, with **Dermatologica's 12 Days to Glow Gift Set (MSRP \$135.00)**. Open a door on this festive Advent Calendar each day, leading up to the holidays to reveal a professional-grade product and an expert tip that will keep you radiant and glowing all season long! dermatologica.com

Dermatologica's Nail Recovery System (MSRP \$29.00) features **Rejuv-email Fortifying Nail + Cuticle Treatment**, **Launchpad Nail Strengthener**, **Makeover Ridge Filler and High Maintenance Instant Nail Thickener**. This anti-aging regimen uses protein-peptide technology to hydrate, protect and strengthen nails. dermatologica.com



ECRU New York celebrates the holiday season with two **Simply Glamorous** gift sets for beauty aficionados. **Holiday Hair**



Essentials (MSRP \$36.50) features **Volumizing Silk Mist and Silk Nectar Serum** in a chic, reusable cosmetics bag. **Holiday Beauty Essentials (MSRP \$46.00)** includes award-winning **Velvet Air Lipstick** in Red Velvet and **Runway Lash Amplifying Mascara** in a reusable cosmetics bag. ecrunewyork.com



Glo Skin Beauty offers the **Holiday 2018 Mosaic Collection** gift sets. **The Eye Essentials Brush Set (MSRP \$94.00)** features a Detail Shader, Crease Shader, Angled Definer, Detailed Blender and Dual Brow Liner. **The Glo Skin Beauty Zen Lip**



Goldwell offers four **Kerasilk Holiday Gift Sets**, each with a shampoo, conditioner and **Texturizing Finishing Spray (MSRP \$72.00)** wrapped up in gold. They're available in Color Control, Reconstruct and Repower solutions. goldwell.us



HAI Beauty Concepts debuts **The Hollywood Collection (MSRP \$49.99 each)** of three flat irons inspired by the twinkling lights of Hollywood. Using HAI's patented Tri-Diamond Ceramic technology, the new irons have a black diamond glitter pearl coating on the plates, which is healthier on hair, increases shine by up to 35%, and allows for 100,000 smooth passes (vs. the standard 80,000). They're available in Limestone radiant silver, Superstar classic Hollywood gold and FAME vibrant cobalt. haibeautyconcepts.com

glo

SKIN BEAUTY

Mosaic Collection

"Professional beauty brands have created tempting promotions in special collections and at price points that are perfect for giving or keeping. Glo Skin Beauty offers the Holiday 2018 Mosaic Collection gift sets."

