

# BEAUTY STORE BUSINESS m a g a z i n e

February 2017 | [beautystorebusiness.com](http://beautystorebusiness.com)  
\$7.50 Volume 23 No.2

## The Most Influential Women in Beauty

**Jay Rua:**

**Styling Las Vegas**

**Brick & Mortar  
POWER!**

# KAT VON D

**Tattoo Artist to Cosmetic Powerhouse**



## COSMOPROF NORTH AMERICA TO LAUNCH “DISCOVER PRO BEAUTY” AT LAS VEGAS SHOW



A select number of innovative start-ups in the professional beauty space will be featured in a new dedicated area called Discover Pro Beauty at Cosmoprof North America (CPNA) scheduled to take place July 9-11, 2017 at Mandalay Bay Convention Center in Las Vegas. Discover Pro Beauty will have a similar feel and format as previous CPNA-curated areas featuring finished goods. Designed with a luxury feel, the special exhibition will be housed in the professional pavilion. It will feature just 12 pre-selected exhibitors. Participating buyers representing national and regional distributors as well as chain-salon operators currently include (and are

not limited to): BSG CosmoProf, Ulta, JC Penney Salons and Armstrong McCall, Austin.

“The professional beauty category is one of the largest sections at CPNA and already welcomes all the leading professional distributions who have come to rely on our event as a resource,” said Daniela Ciocan, marketing director, CPNA.

CPNA goes to great lengths to ensure special areas will be beneficial to all parties involved. For buyers and attendees, the featured companies are selected to provide a variety of product types ranging from hair care and tools to nail care, to makeup and skincare—all created for professional distribution. In addition, the area includes startups and established international brands that are new to the U.S. market and that contribute fresh ideas to the professional market. Booths come fully furnished to encourage participation.

“Our special areas have been so successful because they provide the ideal event scenario for everyone involved—buyers have come to trust our formula and know our areas provide a shortcut to leading brands; exhibitors get prime visibility, built-in business leads and easy set-up; and attendees get one more value-added stop on their CPNA tour,” explained Ciocan.

In support of its professional beauty category, CPNA also hosts PBA events such as the North American Hairstyling Awards (NAHA) and the PBA Beacon and Business FORUM as well as educational events.

“Our aim is to be a valuable resource for every player in the beauty space. Through careful curations, education and key partnerships we’ve been able to achieve our goals and maintain our leadership as one of the most awarded and coveted industry business platforms,” Ciocan added.

For more information, visit [cosmoprofnorthamerica.com](http://cosmoprofnorthamerica.com).

## PACIFICA BEAUTY POISED FOR GROWTH WITH NEW MINORITY INVESTOR

Natural-beauty products manufacturer Pacifica Beauty has received a minority investment from consumer-focused growth equity fund Alliance Consumer Growth (ACG). The investment will help Pacifica continue its product innovation and distribution expansion.

**PACIFICA**  
100% Vegan • Always cruelty-free



“Brook and Billy and the Pacifica team have built a truly impressive brand,” said Julian Steinberg, managing partner at ACG. “ACG couldn’t be prouder to partner with Pacifica to help fuel the next stage of their growth story.”

Pacifica was founded in 1997 by wife and husband team Brook Harvey-Taylor and Billy Taylor. The vegan and cruelty-free brand’s portfolio spans several beauty categories, including skin care, cosmetics, bath and body, fragrance, hair care and nail care. Pacifica Beauty defines itself by valuing quality, wellness and sustainability in its product formulations. It is sold in leading prestige beauty and mass and natural market retailers.

“ACG and Pacifica are a perfect match. We both have been innovative in our respective industries and have worked on the fringes of mainstream. What ACG saw in Pacifica was not a hero SKU, but a true lasting brand,” said Harvey-Taylor. “While ACG’s portfolio is impressive, it’s their super optimistic spirit and love of great products that made us want to partner.”



## FAROUK SYSTEMS PARTICIPATES IN JETBLUE’S BLUE BEAUTY TOUR

Houston-based company of hairdressers for hairdressers Farouk Systems provided beauty and grooming services to JetBlue’s 16,000 crew member during the fall’s “Blue Beauty Tour.” Styling pop-up stations were built in six cities offering hairstyling, men’s grooming, makeup, manicures and wardrobe styling. Farouk CHI haircare products and styling tools as well as Esquire Grooming men’s products were used to create new looks for pilots and flight crews at airports in New York, Boston, Orlando, Fort Lauderdale, San Juan and Long Beach. The services were performed by the MLR Management professional hair and makeup team led by Boston-based crewmember, Lou Cueva. “My team and I provided tips and tricks on all things ‘blue-tiful’ from hairstyling to men’s grooming. We are grateful to all our sponsors for their support and wonderful products, the crew members were thrilled to see such a high level of great hair care,” Lueva said.

Founded in 1986 by Dr. Farouk Shami, Farouk Systems aims to provide the professional beauty industry with the most advanced American technology based upon education, the environment and ethics. ■



# The Most Influential Women in Beauty

Meet the leaders shaping today's  
beauty industry.

*by Ann H. Carlson*

**T**his month, *Beauty Store Business* celebrates the women in the beauty industry who have dedicated their careers to making the business stronger, better connected and more engaged with consumers and entrepreneurs alike. Each of the leaders profiled in the following pages has channeled her vision, energy and drive into taking the beauty industry to the next level.

These savvy businesswomen have been recognized for their achievements both within the industry and as business leaders in general. Their innovative, award-winning leadership has been recognized with numerous professional honors both inside and outside the beauty world.

Perhaps most impressive, all of these women bring their leadership and passion to projects beyond their title roles. They are also highly involved in charity organizations, industry associations, local communities and so much more.

Without further ado, meet the women who are poised to drive the beauty industry to even greater heights.

Images courtesy of each woman



# PAMELA JO BUSIEK



President & CEO, ICMAD

With a career spanning more than 35 years, Pamela Jo Busiek has had the unique experience of participating in the beauty business from nearly every angle. Before assuming her current role as president and CEO of the Independent Cosmetic Manufacturers and Distributors (ICMAD) trade association in 2011, she

served as a retail buyer, brand developer and owner, and manufacturer CEO. She has also held positions on ICMAD's board of directors, participating in regulatory and legislative negotiations that directly affect the industry.

**“Surround yourself with the right people. Delegate, remain teachable and share your knowledge.”**

ICMAD represents, educates and fosters the growth and profitability of entrepreneurial companies in the cosmetic and personal care industries worldwide. The trade association's growing global membership base includes more than 700 cosmetic manufacturers and distributors in professional and consumer categories.

Busiek's entrepreneurial background

informs her leadership of ICMAD. Earlier in her career, she created and marketed her own international skincare and vitamin lines under The Solutions Company. She went on to become president and co-owner of CBI Laboratories, a private-label manufacturer for the professional skincare industry. During her tenure at CBI, Busiek received the ICMAD Cosmetic Innovator of the Year Award in 2008 for

the company's RosaCalm Skin Serum.

Today, Busiek is an international speaker. She aims to improve collaboration within the industry, increase benefits and services to ICMAD members and continue to grow the association.

## IN HER OWN WORDS

**Proudest achievement:** I'm very proud

of the diversity I have had the privilege of experiencing, as well as being able to completely understand the industry from so many points of view. The opportunity to be a catalyst for the success of others as president and CEO of ICMAD has been my favorite. Creating benefits and services to contribute to the success of others in our space of beauty, cosmetics and personal care—while growing an organization—is by far the top!

**Best advice received:** Surround yourself with the right people. Delegate, remain teachable and share your knowledge. Say “no” when you should!

**Future goals:** I'm excited about the growth in number of our member companies, global education opportunities and successful collaborations with sister organizations within our industry.

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# DANIELA CIOCAN



Director of Marketing, CPNA

As the director of marketing for Cosmoprof North America (CPNA), Daniela Ciocan is responsible for keeping this leading professional tradeshow fresh.

At CPNA, Ciocan implements special initiatives each year designed to showcase consumer trends and develop opportunities for entrepreneurs. These programs include the Discover Beauty/SPOTLIGHTS Program, Discover Green, Discover Scent, Tones of Beauty, BOUTIQUE Sampling

Concept, the TV Shopping Auditions Program and Beauty Pitch. Ciocan also personally selects the brands for the curated sections of the show.

Through unique programs like these, Ciocan seeks to create fresh value for the more than 30,000 attendees and 1,000 exhibitors at the Las Vegas tradeshow each year. Last fall, these efforts were recognized by *Trade Show Executive* magazine, which named CPNA the “Greatest

**“I take great pride in being able to create programs and opportunities for entrepreneurs and startups to establish and develop their businesses.”**

Show of 2015” and honored Ciocan herself with the “Marketing Genius Award.”

In addition to her role at CPNA, which she has held for more than 15 years, Ciocan heads her own consulting company, Elixir Beauty. It connects brands and retailers. She chairs the Communication

Committee and serves on the advisory board for ICMAD. Additionally, she has been an advisor to YouBeauty.com, a site founded by Dr. Mehmet Oz and Dr. Michael Roizen.

## IN HER OWN WORDS

**Proudest achievement:** I take great pride in being able to create programs and opportunities for entrepreneurs and startups to establish and develop their businesses. Discover Beauty, a program within CPNA, is a perfect example. This year, 80 companies were involved with the initiative.

Additionally, I was able to get Beauty Pitch off the ground. This special program for beauty entrepreneurs is a mini “Shark Tank”-like project, which granted [the cosmetics company] 100% PURE a one-year mentorship with famed billionaire Mark Cuban and helped connect

beauty startups with potential investors.

**Best advice received:** Fresh out of college, I started my career in marketing in the beauty industry. My first boss, Tomio Nagaoka, then distributor of Awake Cosmetics (Kose Corp.), stressed the importance of not burning bridges and being honest and genuine because eventually people find out what your core essence really is. This advice helped me in my career in building a large and diverse network, which has been instrumental to the success of CPNA.

**Future goals:** Our goal at CPNA is to bring the most value to entrepreneurs and show attendees, thus helping the industry move forward. Right now, we're just scratching the surface, as there's so much opportunity in the marketplace. We're excited about the future activations that CPNA will bring to allow entrepreneurs to maximize their business potential and connect with both trade and consumers.

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# COSMOPROF

## NORTH AMERICA LAS VEGAS

**JULY 2017**  
**9<sup>TH</sup> - 11<sup>TH</sup>**

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