

Beauty LaunchPad – Next Generation of Innovators_R3

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An editor at *Beauty Launchpad* is interested in interviewing Jim for a feature story in the January issue titled, "The Next Generation of Innovators." The idea is to explore what established innovators believe today's young beauty industry pioneers need to know in order to get their dreams off the ground. Imagine you could speak to your younger self...

1. What should you look for and be aware of when preparing to launch a new product or business?

When looking to launch a new product or business within our industry it essential to be aware that it is truly a *what's new business* and that stylists and clients demand the most innovative, highest performing products available. You should look to develop something completely original that doesn't already exist, with exceptional product performance, and a wow factor, which will greatly increase your chances for success. When I introduced PureOlogy back in 2001 it revolutionized the industry as the first luxury line exclusively designed for color-treated hair using sulfate-free, salt-free formulas. Following PureOlogy I recognized there had been a huge lack of innovation in ingredient technology in the past 12 years. In 2012 we launched ColorProof, which filled a tremendous need for new innovation in color care. With ColorProof we were able to develop better products using a proprietary blend of next generation sulfate-free, salt-free surfactants paired with best-in-class ingredients to deliver unsurpassed color care. Nothing like ColorProof had ever existed until then. What is revolutionary today, however, won't be in another 10 years so it is imperative that as an industry we anticipate, continue to evolve, and seek out innovation to stay at the forefront.

2. Try to avoid making these following mistakes...

- **Never come out with a "me-too" product** – Make sure your idea is authentic and have an incredible story to back it up. Always been original, have unique performance, or create a completely new category.
- **Don't assume you know everything** – Assume you know little to nothing and continually seek out knowledge to become an expert in your field. Our industry is constantly evolving so your quest for knowledge should never end. Stay at the forefront of change and evolve as the industry does.
- **Never let your past hold you up** – It's not where you have been but where you are going that counts.
- **Never listen to naysayers** – Never let someone tell you can't achieve something. Prove them wrong.
- **Never try to do it all yourself** – Enlist a powerful team of individuals you can trust that specialize in strengths you may lack. Knowing when to delegate is a skill of a true leader and successful entrepreneur. It is not a natural-born skill, but rather a learned trait that you have to work at.

3. What was the most valuable piece of advice you received?

Of all the advice I have received or sought out, the most valuable came from Dale Carnegie's book, *How to Win Friends and Influence People*. He said if you are in a place doing something you don't like or aren't interested in, than pack up today and move. When I read this I was a barber in New Mexico, and thought, "he's absolutely right," and so I did. Leaving New Mexico for Los Angeles triggered my career as stylist to the stars, product developer, entrepreneur and founder of 4 and developer of 5 successful hair care brands. It was the best advice I could have received at that point in my life.

4. What was the hardest lesson to learn?

The hardest lesson to learn is your work is never truly done. Once you achieve success, in order to stay at the forefront you must continually do something different and better every time, which can be challenging. The key is to stay involved, observe and always look ahead. Seize opportunities when

they present themselves. It's like the pitcher, Satchel Paige, once said, "Don't look back. Someone is gaining on you."

5. The most important thing you can do as a fledgling entrepreneur is...

Be persistent, have focus and refuse to loose. The nature of entrepreneurship involves risk. In order to rise above it is essential to never lose faith in your goals. You need to take risks, be a leader, anticipate and don't wait. With perseverance and hard work, you can reach your dreams. We are all designed to succeed.