

# ColorProof gears up for international expansion

**J**im Markham's storied career includes ventures as stylist to the stars and founder of four and developer of five successful hair

care companies. As a product innovator, businessman, award-winning entrepreneur and philanthropist, Jim is leading the industry once again with his latest venture, **ColorProof Evolved Color Care**.

ColorProof offers award-winning, next-generation luxury color care formulas designed exclusively for color-treated hair. The hair care products, including shampoos, conditioners, stylers and finishers, provide unsurpassed color and heat protection. As you would expect from a Jim Markham hair care line, each product includes new ingredient technology for instantly noticeable results—shiny, vibrant, healthy, youthful looking hair like never before possible.

ColorProof's products are available only to stylists and their clients, and as only a successful serial entrepreneurial owner can do, Jim partners with those salons, backing his products with strong education, a lucrative loyalty program—including free back bar and powerful support, ongoing promotions, sampling and a steady stream of new products.

With its fast growth, ColorProof is finalizing its North American distribution. Jim is now ready to export his products and is in talks with distributors in the European Union and other key markets. With the hair color category continuing to lead the salon industry's growth, this is the perfect time for distributors to get in on the ground floor. **Beauty Industry Report (BIR)** recently caught up with Jim to find out why you'll want to jump on board.

**BIR: Welcome, Jim. I always enjoy catching up during our annual interview. What's new?**

**Jim Markham (JM):** Thanks, Mike. It is always a pleasure. What's new is we just got back from a trip to New York City where we met with more than 40 beauty editors from the top consumer magazines who were absolutely enthralled with ColorProof. The publicity we have received with

ColorProof has been extraordinary, and if the editors' excitement is any indicator of the press to come, we are in luck. All of the media hype

we have received with the brand has been extremely influential in building consumer awareness and driving demand. In addition, we are finalizing our new advertising campaign with a creative agency from New York City that has delivered stunning imagery and a new design aesthetic that is going to skyrocket the brand.

**BIR: ColorProof is the fourth company you founded—you have also had ownership of several other companies, as well. What would you say to people who believe you launched ColorProof only to sell it for profit, as you have done with your previous lines?**

**JM:** Mike, that is a really good question. I grew each of my brands doing what I love most—creating and developing the best possible products while growing profitable brands that larger companies were interested in acquiring. With ColorProof, our motivations are different. This is our last product line and one that was built for the love of the people, the stylists, the distributors and the Industry as a whole. ColorProof was developed to give back to the people who have been so instrumental in our



Jim Markham,  
ColorProof  
founder/CEO



ColorProof offers award-winning color-protecting products.

lives and careers. ColorProof is our last company, and we can honestly say that we've saved the best for last.

**BIR: What is the status of ColorProof in the challenging professional salon marketplace?**

**JM:** We feel incredibly fortunate to have achieved such remarkable success with ColorProof in just two and a half years. ColorProof continues to grow at a phenomenal rate and has quickly garnered quite a cult following. Color services continue to boom in salons and stylists are seeking out the next generation of products to ensure their services, restore and enhance their clients' hair health and vibrancy, and maximize color retention between salon visits. ColorProof has swiftly earned a reputation for being THE line to carry and the choice of stylists and consumers.

**BIR: Why has the brand been such a success?**

**JM:** I believe ColorProof was so quick to achieve success because stylists were looking for the next evolution in color care. Until ColorProof, there had been little-to-no new ingredient technology being used in color care since we launched PureOlogy 13 years ago. Like all technology, ingredient technology evolves at rapid rates. After meeting with more than 100 ingredient suppliers, I discovered that new ingredient technology did, in fact, exist and was able to capture it in what I can honestly say are the most revolutionary, highest performing products available. Sulfate-free products have now become an industry standard; however, we know that not all sulfate-free shampoos are created equal. ColorProof is sulfate-free 2.0.



ColorProof public relations in action—Jim joins Mario Lopez live on Extra!

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ColorProof features a proprietary blend of the most gentle, effective, sulfate-free, salt-free surfactants that outperforms anything on the market today. Furthermore, ALL of our products contain a proprietary blend of the most efficacious ingredients to enhance color, provide incredible color depth and vibrancy, repair, strengthen, increase elasticity, and provide unrivaled color and heat protection.

In addition, we are extremely fortunate to have received a tremendous amount of public relations support, including rave reviews and editorials from beauty editors, bloggers, celebrity stylists and tastemakers, alike, which in addition to our advertising and rapidly growing social media presence, have built demand and driven consumers to salons to buy ColorProof products nationwide.

Lastly, we are fortunate to have an incredibly powerful distribution network that has done a fantastic job of opening ColorProof salons and provided excellent customer service to our ColorProof accounts. With ColorProof, we have created the perfect storm of outstanding product performance, exceptional publicity driving demand, and a stellar sales force to service our extremely valued accounts.

## **BIR: What is your distribution model?**

**JM:** We sell to 23 independent distributors with exclusive territories throughout the United States and Canada, who in turn, distribute our products to almost 3,500 salons, which are listed on our website's salon locator. We are looking forward to expanding our distribution internationally in the next year and are actively looking to secure distributor partners.

## **BIR: What do you look for in a partner company?**

**JM:** We partner with distributors who want

the highest performance, best-in-class products and share in the brand's greater brand vision and values, including our stance against diversion. We also consider a distributor's size, geography, experience, resources for education, and distribution and customer service record.

Our distributors are a direct reflection on our brand and help us to provide our customers with an outstanding ColorProof experience, which is ultimately our goal. Because our products are formulated exclusively for color-treated hair, ColorProof is

system for our distributors, as it provides exceptional product knowledge, inspiration and motivation to their ColorProof salons. Our outstanding product performance makes ColorProof an easy sell and the unsurpassed color retaining results drive consumer loyalty, which ultimately benefits both our salons and our distributors.

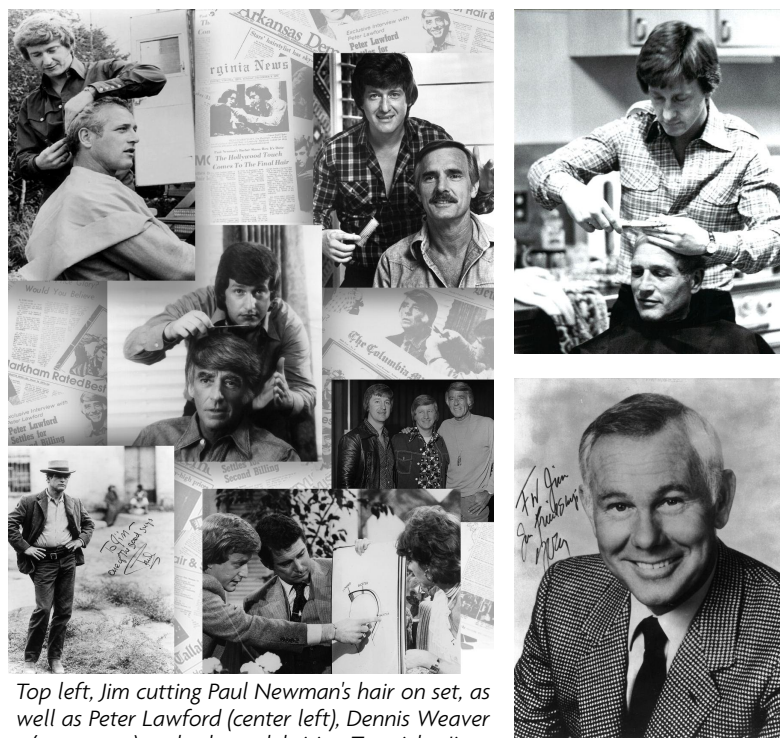
Lastly, we are able to bring something completely unique to the table—we are a media powerhouse that is constantly driving consumer demand. My background as a barber-

turned-celebrity stylist with a client list that includes stars such as Paul Newman, Robert Redford, Frank Sinatra, Steve McQueen and Johnny Carson has received countless human-interest mentions from the media. My entrepreneurial achievements—including founding four and developing five companies and generating more than \$1.2 billion in combined retail sales—has garnered interest from a business angle, netting publicity from major networks and publications. I've also won awards like the Ernst & Young Entrepreneur of the Year and OC Business Journal Entrepreneur of the Year. Lastly, the ColorProof products are, themselves, media darlings for product performance and packaging, getting countless rave reviews in top consumer and trade magazines, blogs, websites

and television. As a testament to this, we have been honored to receive awards from **Real Beauty**, **Beauty LaunchPad**, **American Salon**, **Bride's Magazine** and **HBA Global**, to name a few.

## **BIR: How have those attributes resulted in success for your current distributors?**

**JM:** It is really about creating a path of least resistance for our distributors. The easier the brand is to sell, the more successful our distributors will be. All of our public relations outreach results in driving consumer awareness and stylist demand. Our programs and education are designed to empower and inspire the sales consultants and stylists and make ColorProof desirable to sell. Our product



*Top left, Jim cutting Paul Newman's hair on set, as well as Peter Lawford (center left), Dennis Weaver (center top) and other celebrities. Top right, Jim cutting Paul Newman's hair in Paul's kitchen. Bottom right: A signed photo from Johnny Carson, another of Jim's celebrity clients.*

the perfect complement to distributors

who sell a lot of color and who are looking for a premium, luxury brand to support their color business. We don't put color in—we enhance color and keep color in longer. ColorProof works exceptionally well with ALL color lines.

## **BIR: What do you bring to the table?**

**JM:** ColorProof supports our distributor network through our forward-thinking, lucrative programs that build loyalty, as well as extraordinary retail sales and profits. In addition, our award-winning education team led by **Phillip Wilson**, our international artistic director, has proven to be an incredible support



performance sells itself, so with the right publicity and the right programs in place, we have a natural formula for distributor success.

**BIR: I know that you and Cheryl have always placed an important emphasis on giving back. How are you doing that with ColorProof?**

**JM:** We strongly believe that success without giving back is not success. We feel extremely fortunate that we have been able to achieve success, and with that success comes an obligation and responsibility to pay it forward.

Part of our support of worthy causes, such as **City of Hope** and **Paul Newman's** special charity, **SeriousFun Children's Network**, is fueled by our sales of ColorProof. We

are also new sponsors of **Wings of Karen**, which raises money for cancer, and the **Anaheim Lady Ducks**, which raises money for **Children's Hospital of Orange County**. Professionals who support ColorProof know that they are contributing to the greater good, which makes it a win-win for all involved.

**BIR: What are your plans for Cosmoprof North America? How can an interested distributor schedule a meeting with you?**

**JM:** We are looking forward to an incredible Cosmoprof. We will be an exhibitor on the show floor and meeting with international distributors interested in taking on our line. We have a prime spot in Pavilion D (Booth D-6028). Feel free to stop by and chat with our team. In addition, we are proud sponsors of the **City of Hope's Spirit of Life Award Dinner** and platinum sponsors of the **North American Hairstyling Awards**.

**BIR: Jim, during our long friendship, I've always enjoyed hearing about your career as**



*From top: Jim, Cheryl and Bob Markham pose with Mikea Lawhon and ColorProof's Artistic Educator Team. Jim, Cheryl and Phillip Wilson, ColorProof's international artistic director, join Sydney Berry (left) and George Learned (right) at Salon Services. Jim (left) and Cheryl (right) with Paul Newman's daughter Clea, sponsored SeriousFun Children's Network's Annual Gala. Jim receives the World Beautymaker's Celebrity Stylist Lifetime Achievement Award.*

**a celebrity stylist before you became known as the successful product formulator you are today. Share a bit of your history.**

**JM:** My story starts at the age of 15 when I dropped out of high school to become a barber to support my young family. I quickly found I had a talent for barbering and began entering hair cutting and styling competitions—all of which I won. I had read about **Jay Sebring**, who was the biggest celebrity stylist of his day who was charging \$50 a haircut and had his own product line. I was intrigued.

I called him up to introduce myself and ask about distributing Sebring products. I flew to Los Angeles to meet him and soon became a Sebring distributor, as well as Jay's friend, protégé and eventual successor. Jay and I had discussed that if anything ever happened to him, I would be the only one qualified to take over the business.

In August 1969, something terrible did happen to Jay—he was gruesomely murdered

along with Sharon Tate by Charles Manson's followers. As promised, I took over as president of Sebring, as well as Jay's celebrity clients. Those years were a whirlwind and a whole lot of fun. It was also during those years that I got my first taste of product development and quickly learned the necessity of proper technique paired with high-performance products.

Following Sebring, I launched **Markham Products**, which further evolved the men's wash-and-wear category and had a heavy focus on education. With Markham Products, I trained more than 25,000 stylists on my method of cutting hair. After selling Markham, I noticed an opportunity with naturals, which became the basis of **ABBA Pure & Natural**. Then later with **PureOlogy Serious Colour Care**, I pioneered the luxury color care market using sulfate- and salt-free formulas and became the first luxury line exclusively developed for color treated hair. We sold PureOlogy in 2007 and thought we would retire, but the love of the industry and the urging of colleagues and stylists brought us back a final time to launch the next generation of color care—ColorProof.

**BIR: I know you always have something on the drawing board. What's next?**

**JM:** Aside from gearing up to launch internationally, I have been hard at work coming up with some new revolutionary products for our line. As ingredient technology continues to evolve, new materials can make an incredible difference in color retention and efficiency. Stay tuned!

**BIR: Any final thoughts?**

**JM:** I am honored to be recognized as having created some of the best products ever developed. Product innovation and contribution to our Industry are my passions. It is my promise to consumers that when they purchase a Jim Markham product, they can expect and be confident that they are taking home the very best.

For more information about ColorProof distribution opportunities, reach **Harry Fairlough**, international sales, at 805-857-6077 or [djfair@att.net](mailto:djfair@att.net); or **Jim Markham**, CEO, at 949-300-9127 or [jim@colorproof.com](mailto:jim@colorproof.com). Visit [colorproof.com](http://colorproof.com).