

WorldLifeStyle.com Interview_R2

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How did the ColorProof Evolved Color Care brand originate?

I have always possessed a strong passion for product development and have been blessed with the ability to create unique products that meet a need in the market. Over the course of my career I have been extremely fortunate to have founded and run four successful hair care companies including Sebring, Markham Products, ABBA Pure & Natural and PureOlogy Serious Colour Care. After selling PureOlogy, I fully intended to retire, however I was continually urged by friends and colleagues to return in order to breathe new life into the Industry once again. I had stayed abreast of new product launches and noticed that there had been little-to-no new innovations in ingredient technology being used since I revolutionized the color care category 12 years ago with sulfate-free, salt-free products. After meeting with over a hundred ingredient companies, I found that dramatically improved ingredient technology did exist that no one was taking advantage of. I paired these groundbreaking ingredient technology innovations with best-in-class ingredients to create ColorProof Evolved Color Care. I've always said this is a "what's new" business, and ColorProof is truly the next generation of products to hit the market.

How is ColorProof different from other lines?

First and foremost, all of our products are designed exclusively for the specialized needs of color treated hair. We are the color care authority. Beyond that, the ingredient technology in our formulas sets us leaps and bounds apart. We utilize the newest and best ingredient technology available—bar none, and unlike other brands, we never let costs stand in our way. We identify the optimal performance of our formulas and then find the newest and best ingredient technology to achieve it, which will always outperform the old. It is only after creating the formulas, marketing and packaging, that we look at costs. Most traditional brands take an opposite approach and evaluate costs first, which automatically limits the resources needed to make a superior product. It is our unique product development process that gives us an unfair advantage and allows us to provide far superior performance and color protection than any other products on the market.

When consumers try ColorProof for the first time they are blown away. They instantly see and feel a remarkable difference. ColorProof provides better billowy lather, thermal and color protection, moisturizing, volumizing, conditioning, strengthening, anti-aging, more youthful-looking hair, and shine than they ever thought possible. In addition, people love the signature aromatherapy essences included in our formulas. ColorProof products by design provide an incredibly memorable experience. That experience is further enhanced with our custom designed packaging. I always like to say, packaging sells it once, performance sells it twice.

Generally speaking, what is the major difference (ingredient wise) between regular/everyday shampoos and conditioners and those specifically made for color-protection?

The major difference between regular shampoos and conditioners and those made specifically for color protection is the surfactant systems used. Surfactants are the lathering agents in the formulas. Most regular shampoos utilize sulfates and salts, such as sodium laurel sulfate, which are extremely harsh on hair and cause color to fade. Formulas claiming to be "color-safe" are generally sulfate-free. In addition, formulas made for color protection often include UVA/UVB sunscreens and antioxidants to protect color from fading. ColorProof formulas take color protection to the next level by offering significantly improved next generation surfactants that are far more gentle and effective. Our formulas provide more efficient color and heat protectants, superior moisturizers, better proteins to strengthen and repair hair, and superior polymers to protect color and improve styling and finishing performance.

Why is it important to use color-protecting items outside of shampoo/conditioner (i.e.: mousse, dry shampoo, etc.)?

It is a common misperception that if you are using color-safe shampoos and conditioners alone, you are protecting your hair color. Color-safe shampoos and conditioners are a fantastic place to start, however color care doesn't stop when you step out of the shower. Each and every product you place

on your hair should be color protecting from your detangler to your hairspray so that you are layering on color protection start through finish.

Aside from color-protecting shampoos and conditioners, what can people do to prolong their hair color?

As I mentioned, always ensure that ALL of your hair products contain color protection from start through finish, something that all ColorProof products provide. Other things you can do to maximize color retention are to limit exposure to sunlight and harmful UVA/UVB rays and minimize heat styling. Hair color adheres most readily to healthy hair, so ensure you are keeping hair in tip-top shape with regular visits to your salon as well as following an at-home maintenance plan including using a clarifying shampoo and treatment masque exclusively for color-treated hair 1-2 times a week or as needed.

What is next for ColorProof?

We have been extremely busy preparing for the launch of some groundbreaking truly unique products that are set to roll out at the end of this year and the beginning of next. As a sneak peak, just in time for the holidays we are thrilled to launch an extraordinary shine spray called **WickedGood™** Weightless Shine Spray. It utilizes new ingredient technology that allows ultra-fine particles to envelop hair in a weightless halo of shine along with a unique blend of Abyssinian and Camellia Oils that lock in moisture for gorgeously healthy, youth-infused hair. Stay tuned for more! We will also be continuing our philanthropic outreach raising money and awareness for charities near and dear to our hearts. Giving back is at the core of ColorProof's brand values and we are proud to say that we are benefactors of City of Hope and supporters of Paul Newman's Serious Fun Children's Network. We strongly believe that success without giving back is not success and look forward to doing what we can to make a difference.