



FOR IMMEDIATE RELEASE:

FOR MORE INFORMATION ~ CONTACT:

Kerrin Delaney, Marketing Coordinator or Larry Oskin ● Marketing Solutions, Inc. ● PHN: 703-359-6000 ● EML: Kerrin@MktgSols.com



Diversion Sucks!

JOE Grooming Doesn't Believe in DIVERSION as a Way to Increase Sales and Profits

McLean VA JOE Grooming, a leading manufacturer of the finest natural based professional men's grooming products isn't afraid to say, "Diversion Sucks!" Yes, it is true; diversion is still the biggest challenge in the professional beauty industry. Many professional salon and spa product manufacturers have been frustrated for years and are almost at the point of giving up. While talk of ending diversion continues, the problem still exists and many industry professionals are to blame. JOE Grooming is speaking up about this controversial topic and taking the high road when it comes to insuring their products are not diverted!

The beauty industry has estimated annual product sales of \$5 to \$6 billion. \$1 billion is currently considered diverted or counterfeit sales. According to the Beauty Industry Fund (BIF) and A.C. Nielsen's Survey for the Professional Beauty Association (PBA), many salon professionals continue to support retail products that are commonly diverted to the mass retail marketplace. As beauty industry professionals, our job is to help eliminate diversion as much as we can, which is why it may come as a shock that the problem extends directly from our colleagues and top decision makers.

Dan Kliska, President of JOE Grooming says, "Some of the leading professional men's product line manufacturers try to mask diversion by letting consumers know about the risks and dangers of product diversion. These messages focus on how the professional brands that consumers are able to purchase at mass retail can be expired, tampered with and even counterfeit. This is a misdirected and ineffective approach to end diversion. It is not the consumer's responsibility not purchase diverted products. It is our job, as salon industry professionals, to ensure that these products are only available for purchase at professional salons, barber shops and spas. The irony in this situation is while these brands talk about the dangers of diversion they turn around and sell to chain retail stores and bargain shops."

Today, while many professional salon product manufacturers discuss employing modern methods of data mapping, monitoring, tracking and enforcement to "curb" diversion at every level of distribution, JOE Grooming has an even better strategy. JOE Grooming has employed a business plan that allows salon owners, salon professionals and salon clients to purchase products directly from the manufacturer and only from the manufacturer. If your clients can only purchase their products direct from you and no one else they will stay loyal to you and the brand they know and trust.

Dan Kliska adds, "Unlike most professional salon and spa brands, we sell our specialized men's haircare and skincare products -- direct! We believe that salon and spa product diversion hurts everyone inclusive of manufacturers, spas, salons, hairstylists and clients. We help salons and spas increase their retail sales, profitability and client loyalty, with a nationally respected high quality product brand. It's time for salon and spa owners, hairstylists and staff members to stop tolerating diversion by banning their purchasing and support of diverted brands. Until you say 'I'm not going to buy and use that product on my clients if it is diverted', diversion will continue to occur. At JOE Grooming, we know exactly who we are selling to. You should never find JOE Grooming in drug stores, supermarkets or on the shelves of mass merchants."

JOE Grooming has grown to include a complete personal care system that utilizes the latest technologies in natural haircare, skincare and bodycare through continuous innovative product research and development. By eliminating traditional sulfates, while adding nourishing natural extracts and elements, as well as to remember a man's need to "keep it simple", JOE Grooming has successfully introduced the next generation in professional men's grooming.

For more information on JOE Grooming and to stand up against diversion, call 888-MORE-JOE, 703-847-1880 or visit www.JOEGROOMING.com.