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PP

PARLOUR professional

INFORMS • INSPIRES • IGNITES

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**A little bit of
Inocorp in your life**

**An Enriching day
with Cheryl's**

**Every salon can
boast of an
upscale Nail-bar**

**When the Swan
Queen turns
into the
Black Swan**

**Bridal
sutra**

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(Swiss), The Big brush, Professional Hair Brush (UK), Olzone (UK) & Muller, Professional Scissors (Italy).

We have also very recently launched Jessica, the world leader in Natural Nail treatments and their Nail Polish and Sen range of Spa products.

What made you choose the professional beauty industry?

Having been in the FMCG business from two decades, the professional beauty business has always fascinated us. More so for the fact International brands are now being well accepted by consumers



Jessica in the fore front & is being complimented by Valera, O!Zone, The Big Brush and Muller.

What is your key differentiator vis- a- vis competition?

Our key differentiator is our commitment to our brands, the quality service which we provide, the unique promotions that we have planned for our stores / salons / spa's / nail bar's etc and above all our transparent and fair business practice which will a bench mark in the future for others.

Given the unorganized state of the professional beauty services market, how do you propose to meet the challenges?

Yes, agreeing to the fact that this Industry is still evolving and but for a few professionally organized groups is still being perceived as an importer industry rather than as a company is recognized in the FMCG category. It will be a challenge to establish credibility, trust & goodwill for INOCORP among the professional aestheticians, artists and salon & store owners who constitute the core Buyers & Users.

We stand committed to add value to everything we offer, be it brands, services or after sales services.

How do plan to reintroduce 'Tony and Guy' and take it national?

It has been a year since we launched Toni & Guy and have successfully re launched it in South / North & Western India. In east we have just re launched it



and the professional industry was also evolving to better and higher standards of services. This has evolved in a need for top brands and related education which paved the way for us to choose professional beauty industry. Also we had an exposure to this industry as a CFA for south and this gave us the requisite experience to foray on a national platform.

Tell us how the brands you represent will drive growth for your company and your customers.

It goes unsaid that Toni & Guy is our prime business focus in the retail segment. We also have an in-house brand KRAFT, for manicure / pedicure tools and other precision tools like Nail clippers ,filers etc. which has been launched in south and very soon will be launched pan India.

Our professional business is being driven by

