

INTRODUCING BLUE SHIMMER

Blue Shimmer is a premium line of Hair Care products focused on enhancing highlights for blond and grey hair. The special formula enables violet hues to counter brassy blond or dull grey hair and enhance the natural highlights hidden within.

WE SPOKE WITH JOSEPH BASSILI, PRESIDENT OF LAB COLBA, ABOUT THE BRAND'S SUCCESS.

MMR: Lab Colba continues to develop professional quality natural health and hair care solutions. What is the latest with the brand?

JB: Innovations include Blue Shimmer, a popular product for the aging demographic that enhances the silver and blond highlights in hair while keeping strands soft and shiny. Lab Colba saw an entry point in serving aging baby boomers, as they have had a limited selection of products addressing their specific needs. Blue Shimmer was introduced in 2009, and demand has skyrocketed as baby boomers have aged and have sought to retain and enhance color in their hair. Sales have continually increased in the seven years since Blue Shimmer was introduced. The potential for developing new product expansion to better serve this demographic is vast.



MMR: Is that level of growth sustainable?

JB: 2015 saw a spike in sales as Lab Colba further invested in the brand with television advertising covering all markets. Awareness of the brand increased, and consumers were asking for Blue Shimmer by name.

MMR: What's in store for 2016?

JB: For this year and beyond, the growth strategy is to expand into the U.S marketplace with an established brand and to raise awareness of the Blue Shimmer brand among consumers, to make it easy for them to recognize what the product does for hair that has silver and blond highlights. We also plan to expand our line of products addressing specific hair types with essential moisturizing ingredients such as argan oil, shea butter and avocado oil.

MMR: What are the most significant trends you're seeing in the hair care category?

JB: The products we are offering are still in their growth phase, as they continue to reach new customers, especially men. We're seeing men become loyal consumers once they try our shampoo and conditioner. Ease of use and immediate and noticeable results are contributing factors in this success. We have also seen a growth in hair coloring, specifically in grey and silver colors. Celebrities and fashionistas of all ages are embracing Grey as an accessory color statement.

MMR: What else are consumers responding to?

JB: People judge hair care products by the visible effects they observe after using them. The products leave hair soft lustrous and looking natural. Men and women with light blond or white hair respond positively to the removal of unwanted yellow and brassy tones.

MMR: Where do you see the most promising opportunities for the company?

JB: With the continuous aging of the baby boomer and Gen X population, Blue Shimmer is well positioned for growth and brand loyalty for years to come. It is also popular with consumers with dyed blond hair, and the product should continue to gain greater acceptance from the male population as men come to appreciate its ability to enhance greys. But it is not just a senior product. Blue Shimmer has attracted users in all age groups over 25, both males and females. We also see opportunity for continued brand expansion into the United States and export markets around the world.

BUT IT IS NOT JUST A SENIOR PRODUCT. BLUE SHIMMER HAS ATTRACTED USERS IN ALL AGE GROUPS OVER 25, BOTH MALES AND FEMALES. CELEBRITIES AND FASHIONISTAS ARE USING SILVER/GREY AS A FASHION STATEMENT.



BEFORE

AFTER

DID YOU KNOW?

The growing trend in hair coloring from celebrities and fashionistas is Silver/Grey!

This niche category is NOT a grey area.

HIGHLIGHT YOUR SALES WITH

BLUE SHIMMER

It's not just for Mom anymore!

FOR
ALL HAIR
TYPES

BEFORE

AFTER



INNOVATION

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