

## Brazilian Keratin Treatment achieves EU registration

**M**arcia and **Marcelo Teixeira** are the two Ms of **M&M International**, the company they founded that is marketing the **Brazilian**



Marcia Teixeira,  
co-founder

**Keratin Treatment (BKT)**, one of the leading brands in the exploding salon hair smoothing category. They have introduced their company's story in past issues of **Beauty Industry Report (BIR)**,

so we are delighted to share this end-of-the-year report with our readers.

### **BIR: What is new at your company?**

**Marcelo Teixeira (MT):** 2010 has been a very significant year for us, both personally and professionally. Marcia and I are now U.S. citizens, which represents a major milestone for our family. At the same time, we have continued to grow as a company.

**Marcia Teixeira (M):** By this time each year, we look back and reflect on how much we have learned and what we have achieved. 2010 has been a year filled with significant learning and expansion. We have been fortunate to have the support and direction of **Bill Decker**. With his participation, we established and developed our U.S. distribution network and continue to move in the right direction. Our experiences will contribute to ongoing growth.

### **BIR: What are your achievements?**

**M:** This past August at the **Miami International Beauty Show**, I was recognized with an award for having pioneered the keratin treatment category in the United States. It was a very gratifying moment for me and our company after years of hard work.

Region by region, we are filling in the map of the U.S. salon market with new BKT distributors. We have welcomed **The Bella Company**, servicing the state of Michigan, and **Professional Salon Concepts**, servicing the state of Colorado. Covering Illinois, **Network Salon Services** has expanded its coverage and is now distributing BKT in Indiana and Ohio. We have added a representative in Alaska and have established salons in Hawaii. Currently, the only states that are not yet serviced by a BKT

distributor are Alabama, Georgia, New Mexico, Nevada (outside of Las Vegas), Montana, Wyoming and Mississippi. We are directly servicing salons in those locations. I invite distributors in those areas to contact us.

**MT:** The events of the early months of this year forced us to master a crash course in European Union (EU) regulations and compliance. We were able to overcome a major challenge by developing our newly approved and registered EU treatment formulas, which we officially launched in October at the **Salon International** show in London. It was a fantastic success. Our booth was standing room only. We were the only keratin treatment company out of a dozen able to present EU registration documents to prove that our products are EU compliant. It was a priceless opportunity to educate hundreds of people. 2011 is going to be a year of major growth and expansion throughout Europe.

**M:** Over time, we have developed a better understanding of the science behind our products by working with various scientific and toxicology experts. What we learn from them enables us to ensure the safety of our products when used as directed. Expanding our knowledge base makes it possible for us to provide more in-depth education to our certified stylists, who, in turn, provide more excellent service to their clients. Education is not only the cornerstone of excellence, but the



*Brazilian Keratin Treatment has provided salons with a new revenue stream.*

key to working safely, which continues to be our first priority. This past fall, the industry saw enormous coverage of the controversy surrounding formaldehyde in various brands of keratin based smoothing treatments. As our clients are aware, we have always had a policy of full disclosure with regard to our ingredients. Having the focus placed on disclosure by impartial organizations, rather than competitive manufacturers, is just what

the public needed to finally start asking the right questions and holding all manufacturers accountable to higher standards. We see that as a tremendously positive development.

We are proud of the fact that we have been honest with the public since the day our products went on the market. The goodwill we have generated by educating about the facts and providing clear, thorough explanations to our stylists and consumers continues to serve us well. We are proud of our integrity.

**BIR: Marcelo, at Cosmoprof North America, you shared with me your goal to establish an association of companies marketing keratin treatment lines. Please provide an update.**

**MT:** We have played an integral role in recommending the formation of a **Keratin Council** under the guidance of the **Professional Beauty Association (PBA)**. The topic was formally discussed by the PBA for the first time this past September and was well received. We are very optimistic that the PBA will follow through and establish a Keratin Council in the coming months. It is our understanding that the PBA has looked into the legal aspects of forming a new council and sought out expert consultants to assist with developing the basis for moving forward.

### **BIR: What will the new council's mission be?**

**MT:** The mission will be to form an alliance between manufacturers and distributors, salons and cosmetology schools, by providing a forum through which cooperative discussions and the exchange of information can thrive.

### **BIR: What are the council's objectives?**

**MT:** The goals will be to elevate the keratin treatment product category as a whole by cooperating in areas such as safety, proper usage, education, government regulations and public relations. The council will also encourage full disclosure of ingredients and the availability of OSHA compliant Material Safety Data Sheets (MSDS).

### **BIR: Can you describe the potential benefits of forming a Keratin Council?**

**MT:** The media saturation we saw this year certainly speaks to the timeliness of forming this council. Many of us in the industry will reap significant benefits by actively

participating. In addition to manufacturers and distributors, a Keratin Council would benefit the PBA and the salon industry in its entirety. At this time, new PBA members that participate in this category are often at a disadvantage because of the lack of information to ensure proper education. Creating a group of people who share a mutual interest in maintaining the integrity of the category will protect its longevity while broadening the scope of professionalism.

**BIR: What are your plans going into 2011?**

**M:** We are very excited about two new products we have scheduled to launch during the first quarter of 2011. For both professional, in-salon use and at-home use, we have developed our **Keratin Intensive Leave-In Spray**. It features a specialized blend of vitamins and anti-oxidants, detangles, prevents split ends and protects the hair from UV rays. We have also put the finishing touches on our **Pracaxi Intensive Masque**. It's a deep reparative treatment, formulated with a special blend of keratin and other natural ingredients that are especially hydrating. It's designed to penetrate the cuticle and strengthen, moisturize and repair stressed hair. Both products will extend the longevity of a Brazilian Keratin Treatment and are incredible on any type of hair, with or without a BKT.

**BIR: What is your operating philosophy?**

**MT:** We pride ourselves on being a relationship driven and service oriented company. We try to maintain an approachable demeanor and make ourselves available to communicate with both professionals and consumers. To put our philosophy into words, Beauty—Knowledge—Truth expresses our mind set. Beauty: One of our primary goals is to help salons grow by offering excellent products and services of the highest quality to satisfied clients. Knowledge: We emphasize and require education. Truth: We have always operated on an open-book/open-door basis with regard to every aspect of our products and make ourselves available to share facts and respond to all questions since introducing not only our brand, but the keratin treatment category back in 2006.

**BIR: What are your suggestions for those interested in providing or receiving a keratin treatment?**

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**M:** We continue to strongly encourage professionals and consumers to do their homework. Don't rely on the misinformation that is perpetuated throughout the media. The Internet can be a great source of information, but it's important that people don't believe everything they read. The majority of the so-called "data" available on the Internet are written by self-proclaimed pundits with no scientific background. Instead, go directly to the manufacturers. Continue to question companies that don't give satisfactory answers. Before choosing a product to work with, request an MSDS and read it. If you have questions about any of the content or don't understand something, ask someone at that company to explain it to you. If you don't think that you have received a thorough and truthful response, move on to the next until you are satisfied. Don't be patronized by companies that don't respect your intelligence.

**BIR: How many distributors do you have?**

**MT:** Including the new additions mentioned earlier, we have 14 U.S. distributors, including ourselves with direct service to those locations not yet serviced by a distributor. Now that our EU compliant products have been added to our line, our international network will continue to expand rapidly.

**BIR: What role do salon and distributor shows play in your overall marketing strategy?**

**MT:** We continue to be amazed by the total volume of sales and overwhelming traffic through our booths and attendance at our on-site classes. We don't foresee our presence tapering off any time soon. Although, having effective distributors in many regions has begun to reduce the size of our Florida entourage! We attended the **Global Beauty Exchange** in September and met with more than 20 buyers. We established many excellent contacts and have since solidified several relationships as a result. We already mentioned the London show in October, which was phenomenal. Immediately following, we participated at the **Expo Beauty Show** in Mexico City, Mexico. November included the **San Juan Beauty Show** in Puerto Rico and the **Salon MCB** in Paris—the final show of 2010. Shows are exhausting and expensive, but each one brings us fabulous opportunities that we would otherwise miss.

**BIR: What inspires you?**

**M:** We still hear from stylists, salon owners and clients on a regular basis who tell us how adding the BKT to their service menu kept their doors open during the tough economy, or the joy they have brought to their clients who never before had beautiful, healthy, manageable hair. Clients tell us that having the BKT has been a life transforming experience. Hearing those sincere reviews never gets old. Our clients are a constant source of inspiration.

**BIR: Anything you would like to address that I have not asked?**

**MT:** As we have expressed in the past, we are very grateful for the loyalty and dedication of our team, distributors, consultants and clients. We sincerely wish all a healthy, happy new year!

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