

Marcia Teixeira offers same quality, brand new look

The two “Ms” behind **M&M International**, **Marcia Teixeira** and her husband, **Marcelo**, unveiled their company’s new look at



Marcia Teixeira

Cosmoprof North America to rave reviews. Following that success, they checked in with **Beauty Industry Report (BIR)** to talk about their transformation and share how they, as a brand, have been weathering the attacks against the

smoothing category.

BIR: Congratulations on your rebranding campaign, which includes a new logo and packaging. Why the change?

Marcia (M): Our original packaging served its purpose as we created the keratin category. As keratin treatments have grown in popularity, they have become a more high-end service. As such, we wanted our products to be as visually appealing as their results. Our new look reflects a more sophisticated style, which we believe will appeal to salon owners, stylists and consumers alike. Based on the positive reactions we received at Cosmoprof North America, the opinions of many support that belief.

Marcelo (MT): From a branding perspective, we wanted to place a stronger focus on Marcia and her personal story to emphasize why the Marcia Teixeira product line is different from other keratin products. Marcia’s personal struggle to find a safe and effective formula emphasizes our dedication to finding healthy and effective alternatives, which provides a personal connection to stylists.

BIR: The past year has been very challenging for the keratin smoothing category. What has your company done to combat the negative publicity?

MT: We have undertaken tremendous efforts toward providing and perpetuating accurate information both domestically and internationally. We have always had a focus on the highest standards of corporate

responsibility and stylist and consumer safety. We have retained scientific experts and, in some instances, legal advisors, in various regions throughout the world to address regulatory and technical issues. Because regulatory actions remain in flux, we continue to conduct research and development on products that meet current and potentially more restrictive requirements, while still producing effective results.

M: We continue to provide consistent, message specific, fact based responses through educational activities, media releases and all methods of contact with our corporate office and our distributors. We are also proud to be working in cooperation with other companies in the keratin category by being a founding member of the **Professional Keratin Smoothing Council**, an advocacy group for the keratin category.

BIR: Can you briefly summarize some of the accomplishments of the Professional Keratin Smoothing Council?

M: The Council has undertaken an extensive agenda of consumer information and broadening our salon education program. Building on the members’ long-standing commitments to corporate

responsibility and highest standards of safety, we have established a program of laboratory testing, including the collection and analysis of air samples collected under normal conditions of use, while the various products of existing manufacturer members are in use. Air samples have also been collected before, during and at various intervals after the services have been completed, including back-to-back services. The purpose of these various data samples is to demonstrate to the Cosmetic Ingredient Review (CIR) panel and other regulatory bodies,

that when used under normal salon conditions, as per the manufacturer’s directions, these products can indeed be used safely. The CIR last met at the end of June. Based on a 200-plus page report we and other organizations submitted for consideration, they decided to postpone making their final determination until their next meeting at the end of September. By the time this issue of **BIR** goes to print, more information will be available.

BIR: What products or treatments have you developed that would meet strict environmental requirements?

M: This past February, we launched our **Soft and Soft Chocolate Treatments**. These two treatments are free of formaldehyde producing ingredients. We have chosen these words very carefully. Since formaldehyde is a dry gas and physically cannot be an ingredient, all keratin treatments are technically formaldehyde free in the bottle. Stating that a product is “formaldehyde free” instead of “free of formaldehyde producing ingredients” is very misleading. We go above and beyond by stating that none of the ingredients contained in these two treatments will release formaldehyde gas when heated. We continue to incorporate in-depth coverage of the subject into our educational programs focused on the health and safety of salon professionals and consumers.

BIR: Please talk about your distribution network.

MT: Our 13 U.S. distributors have all done stellar jobs of providing accurate information to salons and stylists. They adhere to our detailed education program, which supports the consistency of the information being provided by and about our brand. The Marcia Teixeira brand is

represented by distributors in all but six states. We seek representation in Georgia, Alabama, Mississippi, Montana, New Mexico and Wyoming. Service is provided to these locations, as well and Hawaii and Alaska, through our corporate headquarters in Delray Beach, FL.



The company’s new logo places a stronger focus on Marcia and her story.



The rebranding campaign includes beautiful new packaging.

BIR: With the rebranding of your line, have you changed the company's mission?

M: Absolutely not! Not only have the products remained the same, but so has our philosophy. Parallel to the quality of our products and team members, our reputation is our most powerful asset. Our message is both simple and consistent: Marcia Teixeira is the "Solution to Keratin Confusion!" Through our ongoing commitment to clear, open and accurate communication, we continue to set the bar in the category with regard to the accuracy and integrity of our information. Even before the category came under fire, we openly educated about formaldehyde—we insisted upon it, as a matter of fact. While the controversy presents us with challenges, we are reaping the benefits of having disclosed this information from the beginning. As stylists, salon owners and consumers become more frustrated and confused by the erroneous information perpetuated by the media and some other companies, they look to us as a trusted source for answers and solutions.

BIR: With the numerous keratin smoothing brands, what is your point of difference?

MT: Our market research has shown that there is little brand differentiation within the industry on the part of salon clients. Consumers interested in receiving a keratin smoothing service typically go along with the product being used by their regular stylist, regardless of the brand. As part of Marcia Teixeira's "Experience the Difference" campaign, we encourage clients to compare our products to competitive brands. By doing so, they will experience several major differences:

1. Consistent Results: Clients will receive the same superior results over and over. We often hear that the results achieved by some other brands from one service to the next do not meet the client's expectations.

2. Longevity: Depending upon which of our five treatment formulas is used, results can last from six weeks to five months.

3. Flexibility: Our five unique formulas enable the Marcia Teixeira brand to offer a solution for every client, regardless of hair type. Keratin smoothing treatments are not a one size fits all service. Not everyone's hair is the same, nor are preferences. Clients can select the formula that suits them best,

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considering hair type, desire of curl pattern reduction, desired longevity of results and their concerns (if any) about formaldehyde.

4. Education: Marcia Teixeira requires the completion of a hands-on education program. Stylists must become certified by us or one of our authorized distributors in order to purchase our professional-only products.

BIR: What is your flagship item?

MT: While each of our products is successful, we are proud of the performance and quick growth of our Soft and Soft Chocolate formulas, just introduced to the U.S. market this past February. We launched these products to be proactive in our category and move forward with products that are immune to the formaldehyde controversy. Both formulas are free of formaldehyde producing ingredients. Laboratory data confirm that the products produce zero exposure. The formulas also offer both clients and stylists the flexibility to maintain or eliminate a varying degree of curl pattern. We can successfully eliminate frizz, while softening the curl pattern and leaving the hair with more body and bounce. Soft and Soft Chocolate Treatments are fast becoming very popular.

BIR: What is your vision for education?

M: Quality education is at the core of working safely, successfully and achieving

excellence. We are fortunate to have a network of distributors who share that critically important philosophy and consider it fundamental to their ability to be of service.

BIR: Recently, OSHA cited and fined several keratin treatment companies, including yours, with health standard violations. What is your response to the charges? Will you be changing any business practices as a result?

M: OSHA's press release announcing the citation that we and others received was unfair, conclusionary and asserted wrongdoing without a full investigation, hearing or right to respond to the claimed and erroneous violations. It is very significant to point out that the allegations made in the citation are purely administrative and do not in any way challenge the safety of our products. We have not been fined; fines are proposed. Because we have not violated any OSHA regulations and because the citation was improperly issued, we are opposing the citation and expect to have it overturned. We have always and continue to fully disclose that three of our five treatment products will produce exposure to formaldehyde, in each case below OSHA recommended exposure limits. By the time this goes to print, our vigorous contesting of the citation will be well under way.

BIR: What inspires you?

M: I am amazed by and derive immense joy from the success stories I hear from clients or salon professionals. I personally know of the struggles and frustrations of being born with unmanageable hair. I also know what it's like to be behind the chair, responsible for making clients feel beautiful. I am inspired every day by God, my family, my tremendously loyal and capable staff and the personal satisfaction of knowing that my work and products make people happy and enable them to provide security for their families and businesses.

BIR: What would BIR's readers be surprised to learn about your company?

M: I am very hands on. Most of my time is spent testing formulas and ensuring quality control. My eyes, ears and nose are always on the lookout for the next wonderful ingredient or innovation!

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