

Cosmoprof North America 2009

Cosmoprof North America 2009 took place July 19-21 at Mandalay Bay, Las Vegas, NV and brought 625 exhibiting companies to a sold-out show floor along with more than 22,500 quality attendees.

Special educational seminars were filled to capacity with more than 600 attendees in total. Businesses and industry leaders from multiple sectors of the industry participated in roundtable discussions and panels to share their knowledge and insights.

Seminar Snapshot

The Private Label seminar, **So You Want to Create Your Own PL Brand?**, developed in partnership with Cosmoprof North America and Private Label Magazine and moderated by Phillip Russo, Publisher of Private Label Magazine, was a immense success with close to 200 people in attendance.

"The relationship with Cosmoprof North America has been collaborative, productive and mutually



beneficial, and we look forward to its continuation," stated Phillip Russo. "Cosmoprof is the preeminent Global event for the Beauty industry with industry leading shows in Bologna and

Hong Kong in addition to the event in Las Vegas. Since private label sales of beauty care products have captured the attention of Cosmoprof attendees and ▶

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Pamela Jo Busiek,
President and Co-Owner of
CBI Laboratories, has been



As a veteran of the beauty industry, Pam is an example of leadership times 100 over. Through the launch of her first international skin care company, where she was one of CBI's largest customers, to her acquisition of CBI Laboratories, she is a testimony of success, accelerating growth and international recognition in one eloquent sweep.

Pam is a notable public speaker and contributing writer for beauty industry events and trade publications. In addition, she is a motivational conduit for alternative business communities, women and faith-based organizations. She has been acknowledged in various business journals for her strong entrepreneurial savvy.

As a seeker of knowledge and high pursuits, Pam acquired a Bachelor's of Business Administration with emphasis in Marketing and Economics from Southern

Methodist University. Upon completion of her degree, she furthered her educational accolades as a graduate of the Neiman-Marcus Executive Training Program. For many years following, she diligently worked her way to Couture Buyer and Manager.

Both CBI Laboratories, Inc and ICMAD have been built upon a heritage of principles and success that is globally recognized for distinction as an integral influence in a growing entrepreneurial marketplace and proliferated industry. The dynamic marriage of these prestigious organizations through Pamela Busiek is setting a precedent of excellence in an industry where growth is driven by high demand and quality standards.

In a changing economy, the synergy of an added-value, turnkey manufacturer like CBI Laboratories and a business growth support entity, such as ICMAD, is the catalyst for the personal care world of the future. ■

Private Label

THE PUBLICATION FOR STORE BRAND LEADERS

2009 Report

Retailers Put Premium on Store Brands

• Premium Specialty Brands Market
• Consumer Panel Study
• Private Labels & Store Brands
• Top 100 Retailers
• Private Labels & Store Brands
• First Author's Choice



pasta dishes showed a strong 10.8% increase to \$43.8 million, while macaroni and cheese dry packaged dinners were up 10.3% to \$118.8 million.

New shapes keep livening up the store brand dry pasta segment. The latest may be bucatini, marketed by Supervalu, Eden Prairie, MN, under the Culinary Circle brand. Bucatini is a thick spaghetti-like pasta with a hole running through the center. The name comes from *buco*, meaning "hole" in Italian, while *bucato* means "pierced." Popular in the Rome area of Italy, it is made from durum semolina. Packaging for the Culinary Circle version includes a recipe for Spicy Bucatini with Sausage & Peppers.

Supervalu's premium pastas are domestically produced, but Market District pastas from Giant Eagle, Pittsburgh, PA, are "made in the traditional time-honored methods of the maestri pastai from the Tuscany region of Italy." Likewise imported from Italy are Private Selection pastas from Kroger, Cincinnati, OH; Campanelle 84 comes with a recipe for Pasta



Antipasto. But there are new twists even on standard shapes, as witness whole grain high fiber macaroni from Loblaws, Toronto, ON, part of the President's Choice Blue Menu line.

At the other end of the store brand spectrum, prepared pasta dishes are still doing well at \$43.8 million, up 10.8%, according to IRI. Examples include Egg Noodles in a Chicken Flavored Sauce under the Shop 'n Save brand for the Shop 'n Save banner group of Supervalu; and Alfredo pasta & sauce mix-fettuccine in a three-cheese sauce (parmesan, romano, cream cheese) at Wegmans. Wegmans and other retailers



ple seem to want in store brands these days is the rice itself, not added ingredients or flavors. Plain rice sales in private label were up 34.5% to \$196.6 million, according to IRI. Rice mixes, on the other hand, managed a far smaller 13.2% gain, and to only \$20.6 million. Maybe they're doing better in San Francisco, where Rice-a-Roni was supposedly born.

That doesn't mean consumers

SupplySide Report

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exhibitors, our alliance is intended to keep them informed of market opportunities."

"We're thrilled that leading industry executives have been so generous with their time and so willing to participate."

The seminar, which took place Monday, July 20, 2009, featured speakers from CBI Laboratories, Pierce Mattie Public Relations and Disc Graphics, and covered an array of topics.

One topic focused on packaging and was led by John Rebecchi, the Senior Vice President of Marketing and New Business Development at Disc Graphics. Rebecchi talked about how to utilize stock packaging while incorporating stylish personalized elements in the most resourceful and cost effective way. Some discussion points included the economics of labels vs. screen-printing, two case studies on stock packaging, how to draft a marketing plan and how to create a brand personality that fits your company and reflects the values of your customers.

Also explored was the role of viral media in providing brand exposure and actively involving the consumer. Shannon Nelson, the Corporate Communications Director of Pierce Mattie Public Relations and successful creator of her beauty blog, AGirlsGottaSpa.com, revealed her tips on how to create a flourishing media presence. Among them included information on how to be a resource, join a network, optimize time and content for SEO and remain consistent. Additional topics included the pros and cons of social media, how social media can benefit you, an overview of the social media landscape and ten ways to decide if your brand should leverage social media.

Another highlight of the seminar included an in-depth look at the entire process of how to formulate a private label formula, presented by Pam Busiek, President and Co-Owner of CBI Laboratories, in which a private label manufacturer's checklist was presented. Busiek has been elected the 19th President of the renowned Independent

Cosmetic Manufacturers and Distributors association.

New This Year

This year's show unveiled the first-ever 2009 Discover Beauty Award. Specialty retailers and beauty bloggers, such as Henri Bendel, Home Shopping Network and AGirlsGottaSpa.com, voted and the award was announced at the Discover Beauty Party at MIX at The Hotel in Mandalay Bay.

Another welcomed newcomer this year was PBA Beauty Week, North America's largest, most inclusive beauty event, which offered unlimited networking, education, and professional growth opportunities to all sectors of the beauty industry.

Next year, Cosmoprof North America 2010 will be held July 18-20 at the Mandalay Bay Convention Center in Las Vegas. Be sure to check our October issue for exciting updates about educational seminars and plans for next year's show. ■