

JD Beauty's Wet Brush de-commoditizes detangling

JD Beauty Group was founded in 1977 and immediately became a leading provider of professional beauty tools. The company's most recognizable brand, **Wet Brush**, was founded in 2005, and since then, has turned detangling brushes into a category of their own. The **Detangler**, the most recognizable product in the collection, makes brushing effortless and pain-free. Wet Brush's other products each provide an innovative and simple solution to detangle, style or maintain a look.

As the company has grown exponentially, it has added to its senior management team in order to expand the Wet Brush brand and develop new marketing initiatives in a variety of channels.



Jeff Rosenzweig, CEO

So how is it all working? **Beauty Industry Report** recently checked in with the company's leadership team for an update.

BIR: Welcome, Gentlemen. For starters, Jeff, will you please tell me about yourself and introduce your team to our readers?

Jeff Rosenzweig (JR): Thanks, Mike. I'd love to. With all of the organizational changes, I'm still leading the company as CEO. I have almost 40 years of successful product development and distribution experience. Working closely alongside me is **Jeffrey Davidson**, chief operating officer/chief strategy officer, who has been with the company for three years. Jeffrey has more than 30 years of consumer products experience as a seasoned and successful entrepreneur.

New to our senior team is **Anthony Melzi**, executive vice president of global sales and marketing. He joined us six months ago and is a seasoned senior sales leader with proven experience with great brands such as **Under Armour**, **Adidas** and **Mission Athletics**. Last but not least, **Lee Neilson** recently joined us as vice president of professional sales, with a proven sales and marketing leadership record at a variety of great companies, including **Topps** and **Tara Toy**.



Jeffrey Davidson, COO and chief strategy officer

BIR: How does your success play out in the field?

JR: Distributors who have partnered with us over the past several years have enjoyed exceptional sales volume and healthy margins. Anthony and Lee are laser-focused on infusing a holistic sales strategy to maximize our explosive brand at the dealer level. This will translate into unprecedented profits and stylist engagement for the companies who partner with us.

In fact, Wet Brush owns the top five selling brushes across



Lee Neilson, vice president of professional sales

our major professional partners and outperforms the competition at a minimum dollar contribution rate of 2 to 1. Our best-selling product is the Wet Brush Detangler, with 18 Wet Brushes sold per minute worldwide.

BIR: You've managed to de-commoditize a commodity. How did you accomplish that?

Jeffrey Davidson (JD): Hair stylists around the world look to Wet Brush as a brand that they can trust. We've earned that trust by delivering unique tools that minimize styling time and are lightweight, so that they're comfortable for the stylist.



Exclusive IntelliFlex bristles are safe to use on wet or dry hair. They bend and flex to remove knots gently, without damage or pain.

There is power in the brand. What once was seen only as a category killer in detangling continues to flourish as a trusted brand for a variety of hair care needs. As a result, we believe that we have changed the face of hair brush marketing forever!

In addition, we have expanded the category by introducing a variety of fashion and trend-driven hair tools and accessories. In fact, the average Wet Brush user owns as many as five of our brushes in different colors and sizes!

Also contributing to the success of Wet Brush is the Detangler's exclusive IntelliFlex bristles, which change the way we detangle wet hair. For years, stylists would educate their clients that it was dangerous to brush hair when wet, because hair is most fragile and prone to



The Pop Fold features a full-size head with collapsible IntelliFlex bristles that allow it to fold in half for convenient detangling on-the-go.

breakage in that state. The Detangler made it safe to brush wet hair.

We continue to be driven to develop amazing hair care tools that solve real problems. We are working feverishly on introducing exciting new lines both in the electrical and wet goods categories....stay tuned.

BIR: How did Wet Brush evolve from a commodity to a category?

JD: Wet Brush's first and most recognizable product, the **Detangler**, makes brushing wet hair safe and painless. We've built on that with the development of other brushes such as the **Paddle, Shine, the Li'l Detangler** and the **Pop Fold**.

The Pop Fold (SRP \$9.99) is an example of the evolution and innovation of our best-selling Detangler. It is the first full-size folding brush complete with IntelliFlex bristles that when collapsed, allow the brush to fold in half. This provides users with effortless detangling while traveling and on-the-go.

BIR: Topspin Partners became a majority owner in your business last year. How has that impacted the company?

JR: Having Topspin Partners invest in the company has helped us manage our phenomenal growth and given us even more resources that we continue to invest in key areas such as marketing and human capital. We are committed to bringing the brightest



from left: The Wet Brush Collection features the Paddle, the Detangler, Shine, Pop Fold and the Li'l Detangler. Each features the company's proprietary IntelliFlex bristles.

and most talented people together to deliver simple hair-care solutions and develop the most innovative brushes and beauty products on the market. I have never been more excited about the direction and traction of the Wet Brush brand in the professional arena.

BIR: I've seen Wet Brush in several beauty channels. What is your commitment to the professional beauty channel?

Lee Neilson: All of our tools are designed for professional use. They are built to make the stylist's job easier and more efficient, and to provide less strain on the stylist's hands and arms while working all day in the salon. Our tools are loved by consumers, as well, due to their exceptional performance and ease of use at home.

Salons and stylists who resell our brushes to their clients enjoy fast turns and healthy margins. Plus, with our many colors and models, there's also something new to show the client on her next salon visit.

In fact, our strong commitment to our professional customer base led us to create **EPIC Professional**, a line

developed specifically with the stylist's needs in mind. EPIC stands for the line's key attributes—Elite, Professional, Inspired, Creative. EPIC features seven high-end and innovative tools that make the stylist's job easier.

The line includes a **Deluxe Detangler** with our exclusive IntelliFlex bristles, a unique **Extension Brush** that detangles extensions using IntelliLoop bristles, a **Quick Dry** brush that cuts drying time by 30% and a **Blowout Brush** with an extra-long barrel that also speeds drying time with a comfortable grip. The line's newest additions include a **Deluxe Shine** brush with a larger brush head and two **Super Smooth** blow-out brushes with a unique design that provides a super-sleek finish.

BIR: Any final thoughts?

Anthony Melzi: We strive to maintain leadership in the hair-care industry by developing products that solve problems and fill needs within the market. We promise to live up to our mission of providing simple hair care solutions by identifying the challenges that stylists face and developing products that satisfy these challenges. Wet Brush stands for quality and innovation, and we are proud to develop products that deliver just that.

For more information on JD Beauty Group and Wet Brush, contact Lee Neilson, vice president of professional sales, at 631-245-6563 or leen@jdbeauty.com. Visit thewetbrush.com.



The new EPIC line features seven brushes developed specifically with professional stylists' needs in mind. EPIC isn't just a name—it's an acronym for the line's key attributes: Elite, Professional, Inspired, Creative.