



This year, *OTC Beauty Magazine* took on a larger staff of professional freelance writers who proved to be an invaluable part of our team. They helped to heighten the magazine's recognition as the most-trusted trade publication in the multicultural beauty and barber industry. In an effort to recognize their talent and to highlight some of the important points we stressed throughout the year, we have compiled a list of our top articles in 2007:

February 2007: Knowledge to Know

Inventory Tracking Is No Small Matter
by Leslie Johnston

Leslie pointed out that many beauty supply store owners still use paper-management systems to track their inventory, due to the lengthy process it takes to have their inventory added to a computerized database, and the fact that some manufacturers still do not have UPCs on their products. Leslie designated a few great options for those ready to take the step to using POS inventory systems, which can all be purchased at large retailers like Office Max, Staples, Sam's Club, etc. Quickbooks POS, Peachtree and MYOB are all geared toward the small retailers, and are user-friendly and thus can help you maximize the potential of your store through effective and efficient inventory tracking management.

April 2007: Feature

Store Layouts Give Subtle Cues to Customers: To Stay or to Go
by Bernie Schneider

Bernie opened the article by pointing out that behavior is influenced by environment. By eliminating obstacles, smoothing out the flow of product placement and taking advantage of high-traffic areas, store owners can make their customers more comfortable, helping them shop longer or easily find what they are looking for (plus, a few extra items the store owner strategi-

cally placed as add-on sales). Bernie also included four diagrams of store layouts to help meet the needs of stores of any size.

May 2007: Knowledge to Know

Faux Lash Applications Are the Real Things
by Anne Moratto

As the Director of Public Relations for American International Industries and an industry professional who has worked with makeup artists, stylists and celebrities, Anne knows about the steadfast trend of wearing faux lashes. In this article, Anne suggests that beauty supply stores add the service of providing their customers with faux lash application. Her step-by-step instructions for applying strip lashes, single lashes and clusters are easy to follow and may just help you step up your repertoire of services.

June 2007: Knowledge to Know

Sun Protection for All Skin Tones
by Shrika Williams

In this article, Shrika simply emphasizes the fact that it is important for people of all skin tones to protect their skin from the sun. This may sound basic, but it is a very important point, and it is one that retailers should be stressing to their customers, especially during the summer months, and they should be offering them a wide selection of products for sun protection.

July 2007: Subfeature

Kid's Corner: Multicultural Hair Care Products Address the Unique Needs of Children, Too
by Gordana Goudie

Because mothers of African American children have to spend so much time to maintain and style their children's hair on a daily basis, Gordana pointed out that the products specifically geared toward children are an important category for retailers to maintain. Mothers are willing to

invest money in quality products for their children to save them time and frustration. Plus, retailers will find that many of the children's relaxers will be used by the mothers as well because they are milder and less likely to damage hair.

July 2007: Manufacturer Profile

Stay a Cut Above the Competition with Oster's Clipper Advice
by Jennifer Maciejewski

To help you sell clippers like a professional, Jennifer spoke with David Guerin, global artistic director for Oster Professional Products and founder of the Style Renegades. Stylists want versatility, so to give them that without all of the headache of having to buy a whole arsenal of clippers, Guerin suggested using one quality clipper for multiple tasks and just switching out the blade for varying results. To learn how to clipper cut like a pro, Oster offers a line of five DVDs that demonstrate clipper-cutting techniques for stylists to consumers.

August 2007: Subfeature

Selling to Professionals
by Joan Komorowski

Taking on a controversial topic in this industry, Joan stated that if an OTC is going to sell to professionals, they need to stop selling salon-only products to consumers. Professionals do enter OTCs on a regular basis to pick up products that they are running low on or that they didn't have enough time to order from their regular distributors, but why not make them a welcomed addition to your customer base? To make this happen, Joan found that professionals want OTCs to educate their staff more thoroughly on product, keep their stores clean and well organized and sell salon-only products to professionals only.

August 2007: Business Tip

The U.S. Hispanic Market: Yes, Big Numbers, but...
by Jaime Valle

As the president of Mantani Cosmetics, Inc., a skin care company that caters to the Hispanic consumer, Jaime knows about the significant growth and focus on the Hispanic market. Jaime sees this new market as being similar to that of the focus on the African American market, when OTCs were being formed. Because OTCs have been through this kind of market shift before, you should be ready for this type of adjustment, but Jaime points out that not all Hispanics are the same—in beliefs, skin color and hair texture, etc.—so understanding how to cater to their diverse needs will take some time.

September 2007: Manufacturer Profile

A Leading Supplier of Hair Extensions Comes to the U.S. Market

by Leslie Johnston

By combining company background plus insightful information on today's hair market, Leslie's interview with John Gordon, Hair & Accessories' director of marketing, OTCs are given the opportunity to look at the hair market from a manufacturer's perspective. It is well known that there is a rapidly increasing shortage of human hair on the market, but Gordon points out that it has caused the creation of better synthet-

ics. He also points out that knowing the age of the donor of the hair, the direction that the hair was cut and the grade of the hair are all important facts to know before making a purchase.

October 2007: Knowledge to Know

Display Perspective

by Amy Townley

Amy poses the question, "Is presentation everything, or is it practicality?" Display stands are meant to isolate products to make them stand out to catch a customer's eye. In this article, Amy spoke with several manufacturers about why they chose the display stands that they did for their products and the best ways for OTCs to utilize them to their full potential in a retail setting.

October 2007: Business Tip

Small Business, Big Ideas: What can you learn from big corporations?

by Morgan McFarland

Even big corporations started out small. Morgan asked, "What can today's business owner learn from their success?" She broke it down to six things: Big businesses can save people money; consumers can

easily recognize their brand; they value their employees; they take stride toward making ethical business decisions; they recognize that they need to make a decision to diversify their product selection or specialize; and, they recognize the importance of perfecting their current business before expanding.

November 2007: Knowledge to Know

Survival of the Fittest

by Kara Varilone

By taking a look at industry trends, Kara reported on creating a solid strategy for product selection and placement on your shelves. Determining which products will fly off your shelves and which are destined to collect dust is a hard decision. However, Kara came up with guidelines that products must meet to help you select the products your customers will be asking for: product name must instill the feeling of youthfulness; some product categories, like lip products, just automatically sell better than others, so keep those categories in stock; and accessibility to the products is another reason they may be selling well, so keep impulse buys in easy reach of your customers as they check out.