

Audrey Morris Cosmetics gears up for major growth

Audrey Morris Cosmetics International is a private label manufacturer of color cosmetics, skin care, spa and hair products. With more than 50 years' experience in manufacturing and marketing quality skin care and cosmetics products, this business provides a total turnkey solution for its customers, from developing the desired formulas, to sourcing and designing packaging that's functional, effective and attractive, to filling and shipping the finished products. In December 2013, **TRBL Holding Company, LLC**, acquired a majority share of the privately held family business, bringing additional resources to help the company grow even faster.

Beauty Industry Report (BIR) has been friends with **Wayne Morris**, the company's CEO and son of the founder, the late **Audrey Morris**, for many years. We have watched his company continue to grow and evolve for decades in order to serve the needs of its customers around the world. We are delighted to share his perspective on what the acquisition means for the company, and how he plans to grow his company going forward. Read on to learn more.

BIR: Welcome, Wayne. It sounds like you have some big news to share. Please tell us about your company's new relationship with TRBL Holding Company. What does it mean for Audrey Morris?

Wayne Morris (WM):

Thanks, Mike. A lot has changed but everything that's allowed our company to grow this far—primarily, our high quality



CEO Wayne Morris (above left) and President Mary Ann Lovre (above right) lead Audrey Morris Cosmetics on a strategic and day-to-day basis, respectively.

products and personalized customer service—has stayed the same. But I'm very excited about our partnership with TRBL Holding Company. The significant investment that this company brings to Audrey Morris will allow us to grow much faster than we could have grown on our own as a family-owned and funded company. For example, I'm now looking for other manufacturing and internet companies in the cosmetic and skin care field to acquire. We are currently negotiating with several. The potential to take my family's business to a much bigger level is a dream come true for me.

BIR: Tell me about the changes in your company's leadership team, which have occurred as a result of the acquisition.

WM: I

continue to lead the company as CEO; however, I'm now focusing on developing and implementing our key growth strategies and tactics, as opposed to day-to-day operations, which I'm turning over to two people who have been with me for more than 25 years. More on them in a moment.

I am now leading our acquisition initiatives for Audrey Morris Cosmetics. I will also focus on building our new manufacturing division, as well as our new home party division, and any other new growth initiatives.

I'm delighted to share that **Mary Ann Lovre** is our new president. Mary Ann is a veteran of Audrey Morris, having worked with me for more than 25 years. In her new role, she will oversee day-to-day operations, in addition to continuing to manage purchasing, sales and trade shows—which are all integral specialties in our new growth initiatives. Congratulations, Mary Ann!

Tom Fisher, who has also worked with me for 30 years, is now our vice president of finance/controller. He will also help Mary Ann with directing the day-to-day operations.

Finally, **Mike Dulak** recently joined our team as head chemist. He's charged with developing our new manufacturing division. Mike is well-prepared for this role with more than 30 years of

experience in personal care research and development at major cosmetic companies around the country. He has developed a variety of sun care products and formulated a wide range of skin care products.



The Audrey Morris Liquid Liner Pen is a highly pigmented, waterproof liquid liner with a felt tip applicator that makes it easier to create a precise line around the eyes.



Gorgeous new Baked Bronzing Powders debut this month in four rich shades.





Audrey Morris Cosmetics supports its products with high-end point-of-purchase, marketing support and sales materials. For example, designed as a seasonal display or a business starter package, the Color Break display (above) features space for tester products and brushes, accented with a beautiful color header card.

launching a Home Party division, called **Audrey Pro (Professional)**. It adds a new dimension to the company, which I believe will provide opportunities for many individuals on our team and in the field.

BIR: With the same products or a new branded line?

WM: We will incorporate our existing products under the Audrey Pro Brand. Suggested retail prices will range from \$15 to \$20, so we're positioning it as a quality yet affordable line.

BIR: Who will host these parties?

WM: We are developing a program for both independent makeup artists, as well as for sales people from other fields, who are leaders and are looking for a new business opportunity that will allow them to achieve new levels of success and income. We believe the ability to control their earnings and their accomplishments will be highly attractive to the right motivated individuals. We plan to recruit about 500 of these Audrey Pro reps during the first year.

BIR: How will these independent reps be compensated?

WM: They will earn a 50% commission on sales, free promotional products and free trips.

BIR: Who will lead this new division?

WM: I will be in charge of this division, along with **Darlene O'Donovan**, the

vice president of our Audrey Pro Division. **BIR: With all of your big news, we haven't discussed your core private label business yet. How is that doing? What are your goals for that division? Who are you targeting as potential customers?** **WM:** Audrey Morris Cosmetics manufactures and markets skin care and cosmetic products for distributors, spas, salons, beauty schools and online businesses of all sizes. With our new and expanded manufacturing facility, we will be able to service even larger accounts with runs of 1,500 to 50,000 pieces.

We are always looking to grow the private label division by adding new products and seasonal collection twice a year, having one of



Audrey Morris can customize its upscale cosmetic packaging with any logo.

BIR: How do you reach those customers?

WM: We reach them three ways—via trade shows, sales reps and our website.

BIR: As a private label manufacturer, what sets you apart from your many competitors?

WM: Our short lead time and our high-end quality of products are just two of the benefits that set Audrey Morris Cosmetics apart from the industry. Our lead time is just 72 hours or less for unprinted orders and 1 week or less for printed orders after mockup approval. Our competitors could take 4 to 6 weeks.

Our Audrey Morris Cosmetics motto is, "We are the company that makes things happen today!" So, if it is possible, we will make it happen. We know how important it is for our

customers to get their merchandise as quickly as possible, and we do everything in our power to make that happen.

BIR: Where do you see yourself and your company in 1 year? 5 years?

WM: We will be a leader in our field.

BIR: Any final thoughts?

WM: I want to thank God. I believe He gives me my direction to grow the company and when He is on your team, you will always be a winner.

For more information, contact Mary Ann Lovre,

president, at 800-826-8287 or maryann@audreymorriscosmetics.com. Visit audreymorriscosmetics.com.



The Audrey Morris family has fun together! Here, they present a colorful look at Premiere Orlando 2014. From left: Darlene O'Donovan, Caroline Roman, Tom Fisher, Mary Ann Lovre, Wayne Morris, Maria Strippoli and Gloria Leal-Benitez.

the best customer service departments in the industry and keeping up with all of the changes that are happening around us.