

Audrey Morris offers 50 years of private-label success

Fifty years of success is a major milestone for any company to celebrate. As **Audrey Morris Cosmetics International** commemorates more than half a century of service to the esthetics community, its market positive continues to flourish and thrive.

Standard conventions are thrown out the door at Audrey Morris Cosmetics, as this private label cosmetics and skin care company continuously re-invents itself to lead and meet the high expectations of its customers.

This contract manufacturing company founded by the late **Audrey Morris** and her son, **Wayne Morris**, who still leads the



Mary Ann Lovre, president, Audrey Morris Cosmetics

company as CEO, has continued to expand its offerings and its manufacturing capabilities to meet the needs of its customers, ranging from large distributors of color cosmetics and skin care to spas, salons and Hollywood celebrity makeup artists who want to market their own brands.

To that end, the company offers a full library of trend-setting color cosmetics and a wide selection of cutting-edge skin care products that incorporate the newest

technologies for all ages and skin types. The company offers its formulas in both professional and retail sizes for maximum exposure and sales opportunities.

To help our readers find great resources for their businesses, we recently checked in with **Mary Ann Lovre**, president, for an update.



Audrey Morris Cosmetics is on top of the highlighting and contouring trend, made popular in no small part by Kim Kardashian.

BIR: Welcome, Mary Ann. Congratulations on your first full year as president of Audrey Morris Cosmetics. How's it going?

Mary Ann Lovre (ML): Thanks, Mike. The first year has gone great. It has been a big adjustment, but all in all, I have settled in perfectly. Running the day-to-day operations is not without its challenges, but the assistance of Wayne Morris and an awesome team behind me make it easier.

I started in this business 28 years ago, and through the years, the company recognized my potential and moved me up the ranks. Thanks to Wayne and Audrey, I learned this business from the ground up. As I tell my team, it is a career not a job. You have to love what you do—and I most certainly do!

BIR: Fifty years is a long time to be in business. What are the keys to Audrey Morris' success?

ML: At Audrey Morris, we continue striving to create new, innovative products at the best prices, building our business and offering the best customer service in the industry. That is achieved by excellence and product training by our knowledgeable sales team.

In addition, we stay up-to-date on the newest trends of colors, products and ingredients that our industry has to offer. The

competition is fierce, so we work every day to set ourselves apart by providing the most contemporary and cutting-edge products available, combined with our personalized customer service approach. Our sales team is always prepared to assist our current and future customers with all of their private label needs from stock items to custom products created just for them.

Finally, as an entrepreneurial company, we make the impossible possible in a short period of time.

BIR: In December 2013, TRBL Holding Company, LLC, acquired a majority share of Audrey Morris. How has that investment of capital helped you to grow? Has that changed the way your company operates?



Audrey Morris recently introduced new packaging for its lipsticks and lip glosses.

ML: With that investment, we have been able to open **AMMD Labs** and acquire the assets of **Hygenic Labs**. We are still looking to acquire other companies in our field.

BIR: What are some of your biggest accomplishments over the past year?

ML: First, we are expanding our manufacturing division's capabilities. AMMD Labs is an OTC & GMP facility. It also recently received its organic license.

Our manufacturing division is headed by **Mike Dulak**, CEO; **Monica Blau Takiff**, president; and **Susana E. Blau**, PhD, vice president/chemist. They are a seasoned crew and provide a wide range of expertise to our customers.

Mike has more than 35 years of R&D and operational experience with major cosmetic and manufacturing companies. As the division's leader, he keeps it operating efficiently and effectively and is working to bring new



Mike Dulak, CEO, AMMD Labs

technologies to the company.

Mike has developed high-tech skin care and sunscreen products and holds global patents in retinol skin care and sunscreen products. He's also exploring the creation of formulations that will exceed customers' needs with full transparent

transfer of information.

Monica has been involved in the beauty industry practically since birth. Her mother is a world-renowned beauty expert and her late father was the founder of **Hygenic Labs**, which dates back to 1973. She graduated from Barry University with a Bachelor of Arts degree and has served in key operational roles at Hygenic Labs since 1997.



Monica Blau Takiff, president, AMMD Labs

Susana, a native of Argentina, earned her doctorate in biochemistry at IBIC (Instituto Venezolano de Investigaciones Cientificas) in Venezuela. She came to the United States as a post-doctorate and joined the Hygenic Labs team as the head of R&D in 1994. Susana plays an essential role in all new projects, production and other crucial operative functions.



Susana E. Blau, PhD, vice president/chemist, AMMD Labs

Hygenic Labs has been providing skin care solutions for more than 40 years and continues to procure natural and scientifically advanced professional products. Everyone is excited about our partnership, especially the new skin care products and concepts we will be bringing to our customers.

BIR: Is Audrey Morris the marketing arm for Hygenic Labs or does it also do its own marketing?

ML: All of us at Audrey Morris Cosmetics and AMMD Labs/Hygenic Labs & Cosmetics work as a team. Now that we have more resources than ever, customers can both

purchase stock items from both companies and also work with all of us to develop custom

products, from skin care to men's grooming and hair care, color cosmetics, OTCs and organic products.

BIR: Tell me about your customers.

ML: We have small and large and both domestic and international clients, ranging from large distribution companies to single estheticians, beauty schools, spas, salons and celebrity makeup artists. We have the capabilities and the expertise to service clients of all sizes.

BIR: What are your newest products?

ML: Liquid Matte Lips is available in a collection of six beautiful shades to complement all skin hues. They are bold, vibrant and long-wearing liquid matte lipsticks with a blend of nourishing ingredients.

BIR: Tell me about the marketing support that you provide to your customers.

ML: Our knowledgeable sales team works with our clients to determine which products will work best for them. We offer sales techniques and marketing information on each of our products, with features and benefits to support the sale of the product to end consumers. We also provide beautiful counter displays and other merchandising materials that enhance our customers' market image and promote sell through.

BIR: Any other new initiatives you'd like to tell us about?

ML: Keep a look out for Audrey Morris Cosmetics in 2016. We will be a force to be reckoned with!

BIR: Who else on your team would you like our readers to know?

ML: Caroline Roman, our vice president of sales, manages our sales team. We work together on product development, creating new

colors and products to add to our extensive selection.



Audrey Morris Cosmetics offers seasonal palettes, including this one (above) for Fall.

BIR: Describe the process of partnering with Audrey Morris Cosmetics.

ML: We at Audrey Morris Cosmetics make our clients' experiences comfortable, informative and easy. Our New Accounts Department works with all of our new clients and walks them through our process. In six quick and easy steps, we can create a branded line exclusive for each client.

We have a \$200.00 minimum order and a three-piece minimum order per color and product. We also offer sample packages for those customers who are unable to visit our showroom to select colors that will work best for their clients. In addition, our point-of-sale displays, including testers and back-up stock, put our customers in business immediately.

BIR: What else would you like to share?

ML: We are working on selecting new skin care packaging that offers a fresh, modern and professional image for our customers.

BIR: Any final words?

ML: Let Audrey Morris Cosmetics and Skin Care help you start your path to being recognized in your industry by placing your brand name on the must-have products in today's competitive market. Like our motto states, "We are the company that makes things happen today."

For more information, contact Caroline Roman, vice president of sales, at 800-826-8287 or amc@audreymorriscosmetics.com. Visit audreymorriscosmetics.com.



New Liquid Matte Lipstick features a beautiful, bold, long-wearing formula with nourishing ingredients.