



Aah Yes, I Remember It Well

Add some new life to your shelves by stocking classic products that have survived the test of time.

by Shelley Moench-Kelly

Take a look around and you'll probably notice that everything old is new again, from retro-styled cars to swing dancing and pomade to pinup-girl makeup. Perhaps it's sensory overload and modern technology where everything moves at the speed of light that drive many consumers to yearn for the good old days—and the products of those times. Maybe it's something as simple as a product's scent that strikes a chord with consumers. Anne Moratto, director of public relations and advertising at American International Industries in Los Angeles, says, "On the set of Johnny Depp's latest movie, stylist Emmanuel Millar used Clubman Pinaud talc while styling the superstar's hair, only to hear Depp comment: 'I love that smell.'" Or perhaps customers just yearn for reliable, no-fuss products that work consistently year after year. Lee Shalosky, sales manager at DeMert Brands in Tampa, Florida, notes the popularity of the company's signature Aerolak Hairspray: "It was used in the musical adaptation of *Hairspray* and was very popular. Aerolak will lock hair into nearly any style you want. It's *that* strong." Whether you carry a few vintage items or reserve an entire section for all things classic, be sure to check out these offerings to share with your customers.



William Marvy

William Marvy debuted its classic **Model 55 Marvy Barber Pole** in the 1950s. It's available in eight different models as well as two-light versions. The barber pole includes styles for traditional barbers and for stylists. Suggested retail prices: standard, \$804.95; two-light, \$874.95. Call 800.874.2651 or visit wmmarvyco.com.

DeMert Brands

DeMert Brands' **Aerolak Hairspray** is designed to hold sets longer, impart shine and luster, add body and control, and protect against rainy day droop. It has been around since the 1960s and was originally formulated with actual lacquer. Today's formulation is made without lacquer to meet current regulations, but still provides the hold and styling functions of the original product. SRP: \$3.50. Call 800.982.6143 or visit demertbrands.com.



Wahl Professional

The Wahl Professional **Senior Clipper** has been an industry workhorse for more than 40 years. It features a high-powered V5000 motor for powerful cutting. It's ergonomically designed to fit neatly in the hand for greater control, has a durable metal case and high-performance adjusto-lock blades, an adjustment lever and a snap-on 1/8-inch cutting guide. Call 800.767.9245 or visit wahlpro.com.

P&G Professional Care

Clairol Professional's **Miss Clairol** permanent conditioning hair color debuted in the 1950s and offers gray coverage and long-lasting results. It's available in 62 colors. SRP: \$3.55 to \$3.75. Call 800.829.4422 or visit clairolpro.com.



Andis

The **Master Clipper** from Andis was launched in 1922—the same year that the company was founded. Designed for heavy-duty haircutting, the clipper is equipped with a powerful magnetic motor that generates 14,000 cutting strokes per minute to assure smooth, efficient cutting. The high-speed motor runs cool and quiet, and is contained in an unbreakable, lightweight housing. A convenient side switch offers one-hand on/off operation. The blade adjusts from #000 to #1. SRP: \$125.95. Call 800.558.9441 or visit andis.com.



American International Industries

Founded in France in 1810, Clubman Pinaud's line of men's toiletries includes **Clubman After Shave Lotion**, featuring a light yet masculine scent that combines citrus notes with bergamot and green nuances as well as floral notes and musk. SRP: \$7. Call 800.621.9585 or visit clubman.com.



Robanda International

Batiste Dry Shampoo from Robanda International is an easy-to-use dry shampoo powder spray that effectively refreshes hair between traditional water-based shampoos. Available since 1958 in the original formula, the shampoo now comes in a tropical scent. To use, spray the product on dry hair and brush lightly. SRP: \$9.95. Call 800.783.9969 or visit robanda.com.



Roux

Introduced in the 1950s, Roux **Lash and Brow Tint** safely darkens brows and lashes in just 10 minutes. The effects last six weeks and fade gradually; the formulation also offers 100% gray coverage. It's available in single applications or a 40-application pack. SRPs: single pack, \$10.96; 40-application pack, \$59.98. Call 800.933.4303.





Dreamlook

GreyFree by Dreamlook was developed in 1941 and offers 100% gray coverage. It can be used for hair regrowth, mustaches, beards, eyebrows, eyelashes or lowlights. Originally available in black, brown and dark brown, the product is now available in nine shades ranging from light blonde to black. More shades are planned for 2009. SRP: single tube, \$12. Call 866.500.LOOK.

Spornette International

Available since the 1950s, the **Classic Cushion #21 Stylish Oval** brush from Spornette International features a rubber cushion that gives the nylon bristles on its large oval base a floating action during use. This action allows the hair to slide over the bristles and reduces tangling. SRP: \$7. Call 800.323.6449 or visit spornette.com.



American International Industries

Tres Flores (or Three Flowers) **Brilliantine** has been around since 1915. The fragrance blends florals, spice and musk. It is available as a solid pomade or liquid. SRPs: solid pomade: \$5.99; liquid, \$5. Call 800.621.9585 or visit clubman.com.



DeMert Brands

Created in New York in the 1960s, DeMert Brands' **Monique Dryfast Concentrate** is a natural, organic setting lotion that contains karaya gum, a thickening agent that provides super hold for waves, pin curls, straightening and sets in a nonflaking formula. The 8-ounce concentrate makes up to a gallon of setting lotion. SRP: \$10. Call 800.982.6143 or visit demertbrands.com.





Roux

Roux introduced **Fanci-Full Rinse** in the 1960s. Fanci-Full instantly blends gray, refreshes faded color, conditions as it adds manageability and shine, and allows users to try a new color for a day, then shampoo away. The formulation also serves as a color corrector that reduces warmth with the ash series. It tones gold with violet bases and adds warmth with red/gold bases. SRP: \$13.98. Call 800.933.4303.

Spilo Worldwide

Velcro Brand Original Classic-Styler debuted curlers in the 1960s. Available in 10 sizes ranging from just over 1 inch to 3 inches in diameter, the stylers were developed with hook-style tape and are self-gripping. SRPs: \$3.50 and up. Call 800.347.7456 or visit spilo.com.



William Marvy

The **Model 10 Steril-Ray Ultraviolet Sanitizer** from William Marvy has enabled barbers and stylists to use sanitized beauty tools on their clients for more than 40 years. It's the company's most popular model and operates with one germicidal bulb. SRP: \$25.95. Call 800.874.2651 or visit wmmarvyco.com.



P&G Professional Care

Wella's **Color Charm Liquid Creme Haircolor** launched in the 1950s, and it's still going strong. It's easy to mix, economical—with a 1:2 mixing ratio—applies quickly for both whole-head coverage or retouches and spreads evenly for good saturation and complete coverage. SRPs: \$3.49 to \$3.69. Call 800.829.4422 or visit wellausa.com.

Andis

The Andis **T-Edger Trimmer** features a close-cutting T-blade and a lightweight design. The only change to the device in more than 40 years has been to the external housing, which used to be tan but now is black. The trimmer has fine cutting teeth that can be zero-gapped. The blades are hardened by a proprietary carburized hardening process, and the American-made trimmer also boasts a cool, quiet magnetic motor and a heavy-duty 8-foot cord. SRP: \$64.95. Call 800.558.9441 or visit andis.com.



Spilo Worldwide

Flowery Beauty Products introduced the original double-sided **Emery Board** in 1910. It's available in a variety of lengths, widths and grits. SRP: single file, 42 cents. Call 800.347.7456 or visit flowery.com.

Spornette International

The Spornette International **Italian #855 Basic Rounder Brush** is Italian-made and features a wooden handle and boar bristles. The brush measures 3 inches in diameter and has been a staple since the 1950s. SRP: \$24. Call 800.323.6449 or visit spornette.com. ■



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