



In today's crowded world of **BEAUTY RETAIL** competition is tough. Succeeding requires sharp **STRATEGY**, a savvy team and engaging interaction. And no one knows this better than **BEAUTY BARRAGE**, the strategic sales partner who has led countless brands to victory for over a decade. In this special **THREE-PART** Beauty Retail Playbook, **FAIRCHILD STUDIO** and Beauty Barrage break down what it takes to **WIN** from how to launch at retail to providing education in-store and hosting **IMPACTFUL EVENTS**.



**BEAUTY
BARRAGE**

BEAUTY RETAIL PLAYBOOK

How to Launch at Retail

In today's crowded world of beauty retail, it's a huge accomplishment to earn a place on the shelves of in-demand beauty retailers – but experts say it's only half the battle.

Finding success at retail and keeping a coveted spot on a premium shelf is a journey of its own. Notably, since the pandemic, the frequency of brands coming to market and launching in-store has escalated enormously, especially with hair care, Black, Indigenous and people of color-owned brands, and clean beauty brands picking up momentum. New categories have also popped up, thanks to the evolving consumer journey that includes social media usage and the consumption of more content that relates to specific needs like textured hair and clean beauty. Sexual wellness and menopause are also no longer taboo — a conversation that has led to more products from the categories showing up on shelves.

The increase certainly speaks to a hunger from consumers with prestige beauty cited as the only industry across The NPD Group general merchandise retail categories with positive year-over-year unit sales in 2022. Prestige beauty industry sales revenue grew 15 percent, according to NPD to exceed \$27 billion last year. And while

prestige was certainly a growth engine in the beauty space, beauty product sales at mass merchants accounted for the majority of sales across most beauty categories last year, amassing \$30 billion in annual retail sales in the U.S., according to the company.

While the evolution of beauty retail is a positive one, with all of this newness, for brands looking to launch at retail in 2023, it means facing the very real challenge of standing out in a larger-than-ever sea of amazing brands. It's a challenge that even retailers make note of, often referring brands to seek the help of Beauty Barrage,



the strategic sales partner that delivers full sales management for beauty brands.

Sonia Summers, founder and chief executive officer at Beauty Barrage, who has a reputation in the industry for the company's impressive track record for successfully helping brands grow at retail, works with brands to launch at retail with a plan in place, offering the best practices, strategy and access to her more than 300 beauty ambassadors.



Sonia Summers,
founder and chief
executive officer of
Beauty Barrage

“You need to have a strategy to bring a brand to life in-store,” said Summers. Beauty Barrage builds out unique strategies for each client understanding the challenge of costs in ways that brands typically do not yet understand, including resources to train each store location and mobilizing support in-store across the country. Building a strategy that includes a realistic budget for retail while setting realistic goals is something Summers advises all brands to take time to understand when launching in stores.

“Sometimes it may take up to five months to see the shift in sales,” said Summers. “Also, if you have no experience in retail you should definitely consult with respected experts. Mistakes are costly.”

Each brand also has its own set of goals, which the team at Beauty Barrage helps to build on by starting with a full understanding. Once launching at retail, Beauty Barrage's team stays agile, knowing how to adjust as strategy and goals evolve. Many of the company's brand partners have been clients for more than four years.

“Our focus is always to understand the brand partner's goals and then we build the strategy from there,” said Summers. “For instance, do we want to educate the store for the first few months, engage with customers, merchandise – all of the above? How many store locations are they in? The good news is that we have so much data that we can help choose markets for your category based on retailers.”

A common challenge for all brands at retail is making sure consumers are receiving education on the products. For clinical brands, said Summers, this might mean translating studies that

prove the science of a supplement so that people feel comfortable taking them. While digitally a brand would send consumers the information through email, it's far different from providing that education in-store. Brands need to be prepared for this. FDA clearances will also need to be communicated in stores, she said, and the messaging needs to be navigated correctly.

Ultimately, providing the consumer with the much-needed information requires ongoing education with the retailer and representatives in stores who can speak to the brand's products and efficacy. Working with Beauty Barrage, brands can provide ongoing education to consumers through beauty brand ambassadors. These ambassadors represent brands in stores, helping consumers navigate brands with key insights that they also pass on to the retailer's employees.

Once a strategy is in place, Beauty Barrage's well-oiled business model can mobilize hundreds of brand ambassadors to execute in-store while providing critical data in real time.

Still, the data is always tied in with the human touch and without giving away the company's full recipe for success, Summers said that Beauty Barrage's secret sauce is its people.

“My executive team is super strategic and brings years of corporate retail buying and field management experience,” said Summers. “We understand what drives retail and we are very stealth at pivoting strategies when necessary.”

IN PARTNERSHIP WITH
BEAUTY BARRAGE

For Makeup Revolution, Retail Means Never Resting on Your Laurels

The brand discusses its work with Beauty Barrage and the importance of representation in stores.



Sara Stainford, president, Makeup Revolution

In 2023, Makeup Revolution struck a partnership with Beauty Barrage to conquer the world of masstige beauty with its idea that high-quality cosmetics should be available to everyone. Competing with brands that held heritage residency on the shelves of Ulta, Target, Walgreens and Walmart provided challenges in a space where consumer favor often shines on loyalty and what they know.

In conversation, Sara Stainford, president of Makeup Revolution told Fairchild Studio it is becoming more challenging than ever to compete with other brands that have had a long-standing presence in the market and have a foundation of brand recognition with consumers that sometimes span decades. One way many young brands, including Makeup Revolution, have tackled brand is through social media.

“Having a strong social presence is essential for success in retail,” said Stainford. “Consumers are being guided by TikTok trends and those brands are seeing huge growth. However, you cannot rest on your laurels once you have a viral product.”

Expanding a quick viral moment into a lasting connection is a sticking point many brands face and Stainford said that when Makeup Revolution started its relationship with Beauty Barrage its goal was to

increase brand awareness and sales in all categories, not just viral products. “You have to keep the momentum going by continually capturing the interest of the TikTok generation.”

Even with a built digital presence, engaging the consumer in-store is still nuanced. Consumers need to be guided to a brand, provided background, ingredient information and often



tutorials and this isn’t provided without a strategy. “We had seen some organic support for the brand but not as much as we would have liked,” said Stainford. “Store associates naturally gravitate towards brands they are familiar with and use themselves.”

Identifying a need for support in-store, Beauty Barrage’s team of Beauty Ambassadors underwent a program specifically designed to educate them on everything Makeup Revolution has to offer. They tested the brand, asked questions and learned about hero products that consumers already love. This education was added to what they already know about the retailers and the relationships they have fostered there. “We work together to cultivate ways to boost brand awareness, create excitement and unforgettable experiences in stores that ultimately result in sales,” said Sonia Summers, founder and chief executive officer of Beauty Barrage. “With our team of

highly trained and passionate beauty ambassadors representing the brand with first-class service and expertise our partnership with Revolution will only continue to strengthen and flourish.”

Having the Beauty Ambassadors in store, educating store associates and selling to customers has given Makeup Revolution a huge advantage, exec told Fairchild Studio. It’s an advantage that until Beauty Barrage, she thought was only given to prestige brands. “It’s not the standard,” she said.

Since coming together with Beauty Barrage, Makeup Revolution cites not only an increase in sales on days when Beauty Ambassadors are present but also coming from the store associates who had learned about the brand from

Beauty Barrage’s presence.

According to Summers, the relationship between Beauty Barrage and Makeup Revolution is a true partnership where both teams are open to experimenting and change. “Beauty Barrage is Makeup Revolution’s biggest advocate,” said Summers. “We have a genuine interest in helping the brand achieve success and see continued growth. This unwavering commitment to the brand’s success has established a relationship based on trust and collaboration.”

Across the board in beauty retail Summers said, everyone is facing the same challenges: brands looking to cut through the noise at retail and provide consumers with the information they need for a successful shopping journey.



“Even with a built digital presence, engaging the consumer in-store is still nuanced. Consumers need to be guided to a brand, provided background and ingredient information.”



“ Since we have partnered with Beauty Barrage, we have exceeded sales expectations and our in-store presence has been elevated.”

GUILLAUME DUEZ, general manager of Kerastase USA at Kerastase

FAIRCHILD STUDIO: How did Beauty Barrage help overcome obstacles at retail?

G.D.: Beauty Barrage was able to offer a robust retail strategy that included their education team, events, merchandising and sales support – and the ability for our brand to have visibility to the quality of the visits in-store through reporting.

Relationships in-store matter! From the relationship with the store associate to the relationship with the customer, having a presence in-store is key to building your retail footprint, and also maintaining a state-of-the-art execution for our luxury brand.

FAIRCHILD STUDIO: What would you say is the best evidence that this partnership is working?

G.D.: The obvious indicator is our sales and the positive feedback from the Stores team! Since we have partnered with Beauty Barrage, we have exceeded sales expectations and our in-store presence has been elevated.

Kerastase recently expanded into all Sephora doors if this is an indication of the success they are seeing. Beauty Barrage now is their exclusive sales team for retail support.

How Kerastase Brings the Professional’s Luxury to Sephora Consumers

Guillaume Duez of Kerastase shares insights into its amplification in-store through Beauty Barrage’s experience with consumer education.



Guillaume Duez, general manager for Kerastase USA at Kerastase

highly conscious consumer. Used by professionals in some of the best salons in the U.S., consumers are often introduced to the brand by use, finding expert opinions from trusted stylists for any hair needs. Placing the product on a retailers’ shelves, however, put the brand in a different environment, one where store associates were not always familiar with Kerastase offerings.

To amplify its education to consumers, Kerastase formed a collaborative partnership with Beauty Barrage. Starting as a test with a small scope, the brand grew at scale within Sephora with increased sales. Now, the brand works with Beauty Barrage for service at all Kerastase Sephora doors.

Here, Guillaume Duez, general manager of Kerastase USA at Kerastase, speaks to Fairchild Studio about the opportunities seen for the brand at retail, Kerastase’s work with Beauty Barrage and growth at Sephora.

FAIRCHILD STUDIO: What were the opportunities that you saw when launching Kerastase at retail?

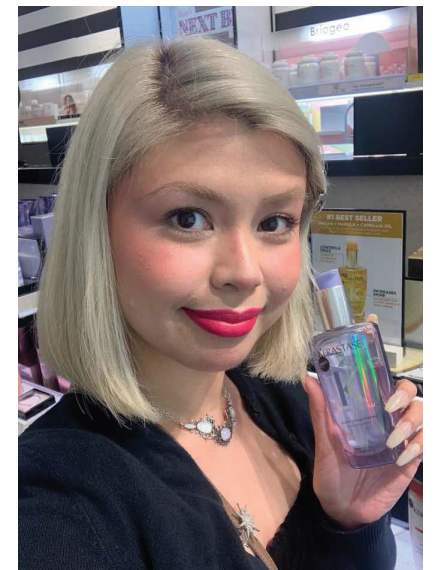
GUILLAUME DUEZ: As a professional

brand, anchored in offering customized hair regimens and solutions to any hair need, like we do in the finest salons of the country, we knew that education was critical. We also needed the retail expertise that Beauty Barrage has brought to the table.

The brand has a strong education heritage and we were looking for a partner to help us effectively train the Sephora Beauty Advisors and provide sales support for the customers in line with our values and DNA. Beauty Barrage came highly recommended, and we knew they had built-in relationships.

FAIRCHILD STUDIO: With this partnership, why were you specifically targeting Sephora?

G.D.: When considering our partnership with Sephora, our goal was to reach a new clientele and introduce them to our universe, our range and hero products. Sephora was the obvious choice as the prestige beauty retailer, which has a history of brand and awareness building and also allowed us state-of-the-art execution for our brand through elevated merchandising and education.



FAIRCHILD STUDIO: What’s next for Kerastase? Any new goals?

G.D.: Our Goal is to keep introducing more consumers to our amazing brand and products and promote our unique salon services too. Our focus will continue to be growing our awareness with Sephora and always be at the forefront of innovation with exciting new products, ingredients and engaging content along the way. At Kerastase, our motto is “You Dare, We Care.”

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Often when a beauty brand enters a retailer’s stores it isn’t without its own story, its own DNA, its own relationship with the consumer and while the integration into a retailer’s brand is a great opportunity to grow, in order thrive a brand has to be prepared to make its own message heard.

As a luxury professional brand, Kerastase has built a strong education heritage, one that connects with today’s



How to Harness The Power of Events to Drive Retail Sales

BRAND EVENTS ARE BACK and bigger than ever—and with the proper blueprint, brands can create a moment of impact that far exceeds the day of for a lasting impression on a store itself.

IN THE WORLD of beauty retail competition is fierce. Eager beauty shoppers have led the way for retailers to expand into new categories and stock new products, creating a sea of brands for consumers to explore as they return to physical stores in full force.

For brands, this means engaging with the consumer in-store is paramount to avoid being overlooked. And to do this many companies are building in-store experiences that will highlight products' unique differences. It is a smart play since recent consumer behavior research consistently shows that engaging with brands through in-person events is exactly what shoppers are looking for.

Notably, a report by PwC in early 2023 found that consumers have been eager to return to stores for the in-person experience with a majority of shoppers (43 percent) saying they prefer purchasing in-store and 11 percent of online buyers planning to switch to in-store shopping. Moreover, despite current economic uncertainties impacting all areas of the retail industry, beauty consumers continue to represent some of the strongest shoppers today. Recent consumer data from Circana shows that as shoppers make choices that reflect what is important to them, most (70 percent) have no plans to reduce spending on beauty products given

the category's emotional connections with consumers.

Retailers are investing more than ever in events this year, but it is up to the brands to build their own experience for the consumers and that demands a proper blueprint and an engaged team – that's where Beauty Barrage comes in.

Bringing brands to life for consumers through in-person experiences is one of the key strategies utilized by Beauty Barrage for elevating brands at retail. Beauty Barrage's best-in-class retail sales agency has over 300 brand ambassadors across the U.S. and Canada managing in-store education, sales support and events for many beauty brands and retailers alike.

When Sonia Summers discovered the power that Beauty Barrage's executed events had on her brand partners' sales, she began working with her teams to tie as many events into their new product launches in-store as possible. Today Beauty Barrage has a dedicated events team invested in building out brands' strategies for making the most of in-store moments.

According to Summers, founder and chief executive officer of Beauty Barrage, "it is no surprise that retail events have grown into loyalty- drivers. With all the sales promotions, consumers have become smarter at shopping. Events are the perfect prescription to elevating the brand experience."

Led by industry veterans Julie Aoun, director, national events and talent at Beauty Barrage, and Brandon Tucker, national events manager at Beauty Barrage, Beauty Barrage's events team are experts in the brands promotions and most importantly execution to drive sales, knowing that events are the perfect opportunity to introduce a consumer to a brand. Beauty Barrage's brand ambassadors

The Beauty Barrage team engages customers through custom in-store experiences.

are experts in the brand they represent and are incredibly passionate about everything beauty, thriving on educating and connecting one on one to help guide customers to understand the ethos of the brand and find a product that fits perfectly into their lives.

"Events bring your customer community together as they get an opportunity to connect with the brand and learn more," said Tucker. "Events create connections by educating the customer and providing a signature experience that helps to drive brand loyalty. Retailers are seeing the impact of successful eventing and making sure to encourage brands to participate."

Integration into a store experience addresses many problems facing brands today. "One of the biggest challenges a lot of brands face is driving brand awareness – events achieve this and much, much more," said Aoun. "Events are an amazing platform to showcase a brand's uniqueness, create brand loyalty and increase category market share, ultimately providing long-term payoff and creating an emotional connection to the brand."

Tucker adds that the Beauty Barrage team has seen "customers more interested in events than ever. Customers love interacting with experts and finding new ways to solve a problem, new collaboration or have something fun to do while shopping."

When working with a brand to execute an event, the Beauty Barrage team starts by defining what the goals are. Notably, Summers told FMG Studio that the most common

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Brandon Tucker,
National Events Manager
at Beauty Barrage.

goals brands have for events are sales and driving brand awareness. The team goes through an array of questions with the brand partner from asking whether a brand is launching for the first time, if they are seeking brand awareness or brand loyalty and what a new product launch schedule will look like. The team also considers budgets, setting expectations for event assets and execution.

Once a goal is set and a budget is established, Beauty Barrage's events team advises on what type of event to focus on. Various events, including store-generated events, masterclasses, corporate events and blitzes, lead to different outcomes and it is important to align goals before launch.

"Events are not a one-size-fits-all experience," said Summers. "Geared towards all different categories within the beauty space, we've seen successful events hosted across the spectrum - from brands who are new in-store officially launching, to seasoned brands who may have a new product launch, special promotion or just want to reengage the customer and further build awareness and loyalty."

Summers told FMG Studio she has seen many

avoidable mistakes made by brands, which first and foremost are due to a failure of adequate planning for the event. Common mistakes, she said, include not having clear communication and understanding of event expectations between a brand and the retailer, aligning on goals and not ensuring enough inventory to support the day.

When planning an event, the Beauty Barrage team counts education as critical on a variety of levels. Beauty Barrage's expert team of brand ambassadors is diligent about educating the store team on both the brand and what the customer will experience the day of the event. The store team can become



**EVENTS ARE NOT
A ONE-SIZE-FITS-ALL
EXPERIENCE."**

—**Sonia Summers**

Founder and CEO
of Beauty Barrage



involved, inviting customers to the party by conveying the exciting activation they can expect. Further, Beauty Barrage's expert team goes through specialized event training for optimal activation and customer experience.

"Our team is educated on the selling-story and better-together products," said Aoun. "The right education can ensure profitable success the day of the event and beyond. The effects a brand can experience post-event are stronger partnerships with store associates. Your brand will typically be top of mind for a recommendation."

Beauty Barrage and its brand partners have found that brand awareness and recall from customers who have purchased will likely lead to a repeat purchase and with the established connection, willingness to try other products within the brand.

Beauty Barrage's philosophy of "evolve or die" means the company is always innovating, always improving and never resting on laurels. Consumer behaviors evolve and beauty brands need to be ready to adapt. In the spirit of elevating the game, the company's events team continues to grow. Summers tells FMG Studio the Beauty Barrage team strives to outdo themselves each time and "what this means for events is crushing our brand partners'

The Beauty Barrage team hosts an in-store event with Dior.

Customers embrace nude collection from CTZN.



Putting Goals Into Actions

Beauty Barrage's **EXPERT EVENTS TEAM** shares insights into selecting the right kind of event for any brand and goal.

THE RISE of events in-store has become a great tool for companies to introduce customers to a brand and provide something bigger than a discount — an experience!

Strategic sales partner, Beauty Barrage, known for delivering top-level full sales management for beauty brands, has been a key resource for brands looking to break through and excel at retail and today a key component to that in-store success is engaging the consumer through events. Beauty Barrage's expert team helps brands to execute events successfully, creating strategies for specific goals and budgets that are right for the brand and the moment.

Events hold the opportunity to gain a deeper connection with customers who already know the brand as well as new customers looking for the right brand for them by educating shoppers about the brand and its products while also seamlessly bringing what they

might know from social media in-person and fostering an emotional response.

While there are many different types of events that can be initiated, Sonia Summers, founder and chief executive officer of Beauty Barrage, said "it's important to focus on the brand's goals when creating the overall retail strategy." Put simply, there's no one-size-fits-all solution to building a brand event.

To help brands understand what they can expect when approaching event planning, Brandon Tucker, beauty industry veteran and manager of events at Beauty Barrage, breaks down four event types.



STORE-GENERATED EVENTS

A store-generated event occurs at just one store, independent of the retailer's full chain. These events are typically arranged for one day but can also last several days with brand ambassadors engaging customers. There is a large educational proposition here, with both the store's employees and customers learning more about the brand. Sales goals for a store-generated event can range from \$500 at a small door to \$2,500 depending on planned brand assets and execution.

MASTER CLASSES

A Masterclass event is hosted by one of Beauty Barrage's master educators, an industry expert or a national makeup artist. These events hold the opportunity to gather a group of customers who want to learn more with a deep dive into a particular brand. The class brings an elevated, educational experience to the consumer and is held in either a classroom style or an audience-style setting. Products are demonstrated during the class which often consists of loyal brand customers.

CORPORATE EVENTS

Unlike other events, dates and goals for corporate events are planned out by the retailer. These events typically take place over a series of locations and are promoted in-store, online and on social media.

BLITZES

Held in-store, blitzes are store takeovers that last over a few days or a weekend to take advantage of a key moment and get customers in stores. Brands could plan a blitz to promote the launch of a new product or share special offers and coupons.



AFTER FOUR YEARS OF LAUNCHING OUR INCLUSIVE BEAUTY BRAND, WE HAVE NOW LEARNED WHAT OUR SECRET SAUCE IS FOR IN-PERSON EVENTING WITHIN RETAIL STORES; IT BEGINS WITH DETERMINED, CONFIDENT BEAUTY EXPERTS THAT BELIEVE IN YOUR BRAND STORY.”

—Aleena Khan, Co-Founder, CTZN Cosmetics

Beauty Barrage's 5 Keys to Mastering Events

1

BUILD YOUR STRATEGY

Ideate a signature experience that will be unique to your brand and stand out to the customers.

2

MOBILIZE AN EDUCATED SALESFORCE

Beauty Barrage makes certain that all brand ambassadors are well-equipped with all the knowledge on the brand ethos, ingredients, and notable facts to be credible in-store and service the customer appropriately.

3

BUILD A REAL BUDGET

Make sure you bring your event to life with brand assets and goodies to engage the customer.

4

CREATE AND SHARE THE BLUEPRINT

Execution is everything so share the plan and over-communicate. Make sure to get the retail staff's buy-in!

5

PLAN YOUR INVENTORY

Make sure you have enough on hand and work with the buying team to alert them on all event dates.

Customers take part in live demonstrations of the latest beauty products in-store.



DERMALOGICA'S SUCCESSFUL LAUNCH AND GROWTH AT SEPHORA IS DUE TO OUR DEEP ROOTS IN EDUCATION AND COMMITMENT TO OVERALL SKIN HEALTH. WE SET A STRONG STAND IN OUR EVENT EXECUTION AND BEAUTY BARRAGE HAS BEEN AN INSTRUMENTAL PARTNER IN DRIVING SALES.”

—Chris Stanphill

Senior National Field Sales Manager, Dermalogica



Beauty Barrage’s Class in Session Approach Is Winning Brands A+ Consumers

Since its start, Beauty Barrage has delivered **THOUGHTFUL, IMMERSIVE IN-STORE BRAND EXPERIENCES** that today’s research-smart consumers embrace.

A GROWING NUMBER of brands have looked to arm retail partners with insights into products entering the market, knowing that to break through the noise they have to “wow” the consumer with everything from science-backed formulations to tips and tricks for day-to-day wear. It’s a good strategy when done right – and no one does it better than the brands partnered with Beauty Barrage.

Created by Sonia Summers, a beauty maverick who has leveraged her unprecedented breadth of industry experience to transform burgeoning brands into market leaders, Beauty Barrage helps emerging and established brands in need of full-service sales management and field sales support. The Beauty Barrage

team understands the challenge of limited resources and enlists its over 300 brand ambassadors, equipped with the latest brand intel, to educate both consumers and retail associates in-store.

A phrase that Summers often applies to her work is “evolve or die,” referencing the need to always be adding, detracting and

turning the heat up on the recipe for success she shares with brands. Still, the main ingredient has always been education – teaching the consumer and the retailer about their products and their company.

“There are so many important facts about a product from what’s in it, like the ingredients, how it’s made, packaged,” explains Summers, founder and chief executive officer of Beauty Barrage. “Then there is the how do I apply properly? Why do I need it?”

And, put simply, it’s a brand’s responsibility to answer all those questions for the consumer. “We all know how crowded the beauty space is so when a customer can lean on the education they receive from a brand – they feel a connection. Retailers depend on brands to educate their associates. How can they recommend the product and help sell for you if they don’t know all the details of the product?”

When Beauty Barrage partners with a brand, one of the first steps is to look at marketing calendars the brand has for each retailer to understand the company’s strategy. An education plan that touches on each focus is built monthly. This way the Beauty Barrage team knows what is happening at each retailer. Each program is customized to fit into the brand’s overall strategy – the plan can never be cookie-cutter as it is created to highlight the points of difference and stand out at retail.

Importantly, these nuances take into account scale of education from large audiences to one-on-one interaction and the retailers that the brand will be working with.

“Every program is different,” said Summers. “We have educated groups of hundreds for retailers that include sales associates and managers. Our brand training courses cover anywhere from 20 to over a hundred brand ambassadors. We do live training,

◀ Beauty Barrage brand ambassador Madeline at Ulta for NYX.
▼ Michelle Luna Casson, director of national events at Ulta Beauty with Andie Maxie, Education Coordinator at Beauty Barrage during a NYX “Barbie” event.



“Events, education and so much more! Beauty Barrage can be a game changer for brands in a retail store environment. From brands that don’t have their own field team to brands that need help to reach open markets, they will benefit from the services and support that Beauty Barrage offers. I had so much fun working with some of their talent at our Ulta Beauty Barbie event this summer!”

— **MICHELLE LUNA-CASON**
director of national store events at Ulta Beauty

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video training and build content that we feed our team weekly. And we continuously add new ways for our team to learn and retain information, so we gamify some things, create videos and of course reading materials.”

Often, said Summers, even when a brand has its own internal education team that works with Beauty Barrage, they don’t educate each month. In these cases, she said, they “love that Beauty Barrage is helping to push the information and lead with education. We love when a brand has an education team and vice versa because we understand the importance of education and we work together to create the program.”

Moreover, to uniquely create experts to send into the field, Beauty Barrage has built a proprietary training program that level sets all beauty knowledge. Often the team will add someone to the team from a specific retailer or brand but still gets the “reset” treatment with training that educates on the science of skin, makeup of hair, sensorial effects of fragrance and application of makeup. This training spans from tools and appliances to products.

“Beauty Barrage covers all categories in beauty, so we want to prepare and set a base to then layer on the education from a specific brand,” said Summers. “Our team of brand ambassadors are educated every single month to keep them abreast on all brand info and selling tactics. Our teams have various touch points for each brand, and we can cover product information for a new launch to the focus on hydration for a lip product or a new ingredient being added to a formula. Sales training is always covered as that is always the end goal for every brand partner.”

Consistency of education is paramount for brand ambassadors and a large part of this is making sure that the field teams feel supported and enjoy connecting with their home office or management. Notably, Beauty Barrage’s team of brand ambassadors are W2 employees and never freelancers, which has created a sense of commitment and belonging.

What Does Medical-Grade Formulation Mean at Mainstream Beauty Retail?

Science-backed skin care brand **SKINCEUTICALS** shares its custom formulation for in-store education with Beauty Barrage.

AT BEAUTY BARRAGE, education is the key component to ensuring brand ambassadors are not only knowledgeable but confident about the brands and products they represent when they are in-store. Their knowledge translates to store employees, customers and then of course sales.

For brands like SkinCeuticals, which leads with an ingredient-first approach as the beauty industry’s leading medical aesthetic skin care brand, translating knowledge to the end consumers is not only an outstanding task, but one that is often necessary in a retail setting. Underlining this importance, SkinCeuticals partnered with Beauty Barrage as its exclusive retail field team to support BlueMercury, its only brick-and-mortar retailer outside of physician’s offices.

The partnership between SkinCeuticals and Beauty Barrage is primarily led with education. SkinCeuticals has its own team that supports the medical professionals and by working with Beauty Barrage allows the ability to reach more people where the SkinCeuticals team can focus on the elevated nature and knowledge in the medical environment and Beauty Barrage can focus on how the products can be positioned and spoken to at the retail level.

Beauty Barrage’s team of brand ambassadors are knowledgeable about the skin and skin care (all of Beauty Barrage’s brand ambassadors begin with Beauty Barrage Bootcamp Skin Physiology 101 providing a base layer), but also able to speak to SkinCeuticals products in a digestible and relatable way when they are in-store.



“SkinCeuticals has found that Beauty Barrage as their exclusive retail field sales support team is the right choice as Beauty Barrage truly is the retail expert in in-store support,” said Angela Hildebrand, general manager of SkinCeuticals. “The Beauty Barrage corporate and field team’s experience specifically in the retail environment helps provide an added layer of knowledge to the doors they support.”

▲
**SkinCeuticals
medical aesthetic
skin care delivers
science-backed
solutions.**

Key for the Beauty Barrage brand ambassadors to learn when working with SkinCeuticals are the signature three-step regimen that is part of the SkinCeuticals mission for every customer to follow: prevent, correct and protect. Whether a customer already uses one of the SkinCeuticals cult favorite antioxidant items, or they are new to the line, helping the customer learn or expand their SkinCeuticals knowledge and product usage is a win.

Beauty Barrage provides continual education to its SkinCeuticals brand ambassadors monthly, adding coaching, selling techniques and as needed, small group training sessions. This ongoing education, said Hildebrand, is imperative especially given the science-driven category of the brand, and checks for retention and accuracy of brand knowledge. The combined approach also supports an educational environment prime for SkinCeuticals as a backed-by science brand with products that have been proven effective with clinical testing.

“Many customers are very knowledgeable about ingredients, but being able to build the basket in a signature customized approach specific for the customers’ needs is where Beauty Barrage has excelled,” said Hildebrand. “Due to the signature approach to regimen building for SkinCeuticals, and the in-depth, consistent training the brand ambassadors have on a monthly at minimum basis, the brand ambassadors are armed with the training and knowledge to explore the customer’s needs and then build out the customer’s SkinCeuticals regimen.”

It’s the difference of giving customers in-store access to someone with insights into SkinCeuticals products and research. According to SkinCeuticals, 57 percent of the customers who interact with a Beauty Barrage brand ambassador purchase a full three-step full-size regimen during their visit. SkinCeuticals’ range of products have specific formulations and ingredients that Beauty Barrage’s field team has been trained to



thoroughly recommend building a SkinCeuticals regimen.

“As a science-backed brand with the medical authority, it is crucial to have a knowledgeable team that can properly represent the brand confidently and specifically for the retail environment,” said Hildebrand. “Building trust and relationships with the customers and store team is key.”

Impressively, nearly 63 percent of the SkinCeuticals customers that brand ambassadors have worked with are their repeat customers.

“Further reinforcing the confidence base of brand knowledge, the brand ambassadors have been trained through our Beauty Barrage educators, and the trust they build during every customer interaction,” said Hildebrand. “The Beauty Barrage brand ambassadors are the product experts and when they are in-store they are also educating the BlueMercury store employees, providing brand and product knowledge to the store team during each visit and ensuring retention.”

From surveys taken by brand ambassadors at the end of every shift, SkinCeuticals and Beauty Barrage have learned that of the stores they support, three-quarters of the store team members have the same level of product and brand knowledge as the brand ambassador.

SkinCeuticals has been partners with Beauty Barrage since 2019 and together have continually met set goals, along with excelling in additional KPIs.

“We appreciate working with Beauty Barrage for their exceptional education expertise,” said Hildebrand. “Their corporate education team goes above and beyond to ensure our brand ambassadors are well-versed in the latest product launches, product by skin type, ingredients, or other basket building strategies on a regular basis. Their team is prepared when they go in-store. This not only boosts our confidence in our partnership, but also supports our performance goals.”

Education at the Root

Clean hair care brand **INNERSENSE ORGANIC BEAUTY** discusses finding a partner in Beauty Barrage.

HAIR CARE is on the rise as one of the fastest growing categories in beauty. The increased interest in hair care has played out across social media with videos tagged #ScalpTreatment and #ScalpCare on TikTok seeing 225.1 million and 965.2 million views, respectively, as reported by WWD.

According to NPD Group, it's a category that both retailers and salons are betting on, seeing scalp care products grow 47 percent in the prestige market alone in 2022 and the hair category overall increasing 22 percent.

It's great news for hair care brands who have a captivated audience of consumers looking for new products and brands to try, but with so many launches entering stores today it also makes it challenging to stand out.

For brands like Innersense Organic Beauty, which checks all of the boxes for today's consumer from being developed by two seasoned beauty professionals to providing salon performance formulas that are clean and sustainable, standing out for a consumer or stylist could be as simple as sharing its story with the consumer. But how do you get that message across from a spot on the shelf? Enter Beauty Barrage.

Beauty Barrage's team of skilled, industry experts craft bespoke strategies built to educate consumers at every level and make elevated recommendations during product consideration. Strategies include training in beauty categories, retailers, making sales and finally unique brands, with consistent training that includes weekly and monthly updates and retention checks. What's more, once Beauty Barrage's educated brand ambassadors are in-store, they teach not only the consumer but the retailers' permanent staff as well.

Here, Greg Starkman, founder and chief executive officer of Innersense talks to Fairchild Studio about standing out at retail, building its unique partnership with Beauty Barrage, the importance of educating the consumer on hair health.

Fairchild Studio: What is the key difference you have found in working with Beauty Barrage?

Greg Starkman: Beauty Barrage places a major emphasis on brand education. We partner monthly with the Beauty Barrage team to host live education training between the brand ambassadors and our in-house professional salon team. The BAs evangelize our brand message of clean, pure, beauty and deliver the best in-class education to our retail partners and customers. In turn this education builds confidence with consumers and generates brand loyalty.

Fairchild Studio: Why is it so important that consumers have access to someone in-store that knows insights into Innersense Organic Beauty?

G.S.: Having knowledgeable Beauty Barrage beauty ambassadors is critical to our in-store success. With new consumers seeking healthier beauty choices, beauty ambassadors can educate and direct the consumer to the right Innersense product and provide in-store hair diagnostics.



▲ Beauty Barrage brand ambassador's at Ulta Beauty for Innersense Beauty

Fairchild Studio: Why is this particularly important for the hair category and the brand's clean formulas?

G.S.: Clean Hair care is the fastest-growing segment in beauty. Consumers are looking for products that meet a higher standard and perform. There is simply not enough room on the bottle to tell the complete story. Having a brand ambassador to educate the brand point of difference brings authenticity to the brand.

Fairchild Studio: What are the obstacles you have faced as a brand to stand out at retail and how has Beauty Barrage's retail strategy helped Innersense Organic Beauty overcome that?

G.S.: In a highly competitive retail environment with many brands communicating similar messages, Beauty Barrage's education focused strategy encourages brand ambassadors to differentiate our products above competitors. We know our consumers are label readers. The beauty ambassadors' knowledgeable interactions provide another level of support and education to consumers looking for clean beauty.

Beauty Barrage has been vital in bringing visibility to our brand, educating our retail partners, and building sales. The Beauty Barrage team understands the challenges brands face in retail and brings thoughtful strategic solutions to navigating this ever-evolving retail environment.

Fairchild Studio: When consumers are learning about Innersense Organic Beauty in-store, what is the key differentiator they need to learn about?

G.S.: Innersense is a pioneer in clean hair care innovation. Our roots as salon stylists and commitment to organic chemistry are what set us apart from the competition in the market. 🌿