



Launching Your Brand: The Dos and Don'ts.

by Daniela Ciocan

As a leading beauty industry marketing expert, I understand the unique and powerful value organizations like ICMAD bring to entrepreneurs and business builders and that's why I am thrilled to serve on its board. It has been my passion to help beauty brands connect with retailers, distributors, media, and influencers throughout my career. ICMAD provides so many opportunities to both network and get the resources and support a company needs to thrive. I encourage all entrepreneurs to seek out organizations and communities to help support their goals.

I often get asked, what is the best advice I give to cosmetics and personal care brands. It's almost always the same; do your research when pricing your products and save some money for retail. The companies I see fail are the ones that do not price their products appropriately and have no funds left over once the orders start coming in. Brands need to understand the margins the retailers charge and remember the hidden costs (staffing, training, displays, testers, P.R., etc.) of launching a brand. Once a brand is launched, it is important to have a significant amount of money to invest once you get into retail. You will need

it! Purchase orders will not help sustain your business long-term. You must be able to re-invest.

I also believe in the value of trade shows which is why I am lucky enough to be the marketing director to one of the largest and most expansive beauty shows in the industry, Cosmoprof North America. There is no better way to build networks and contacts than attending a show like Cosmoprof.

Cosmoprof North America is gearing up for its 16th edition, to be held again this year at Mandalay Bay Convention Center in Las Vegas from July 29 - July 31. Registration is now open for the all-encompassing, award-winning, b2b beauty exhibition. The award-winning event covers all facets of the industry; offering retailers, distributors, beauty brands, and suppliers alike the unique opportunity to discover trend-directional solutions to meet their needs from the acclaimed packaging, cosmetic and personal care, and professional beauty pavilions.

The event also provides ample opportunity for attendees to grow their business through its robust educational programs which are now also open for registration. Programs are being offered in cooperation with many leading associations and publications including; ICMAD, Women's Wear Daily (WWD), Entrepreneur Magazine, Buzzfeed, Insider's Guide to Spas, CEW, The Brain Trust-CAA, FIDM, Beauty Packaging, BXP Magazine, Fat Mascara, Cosmetics Design, Professional Beauty Association (PBA) and CEW.

I look forward to working with ICMAD members to help their businesses grow and support the organization to develop programs and experiences that will propel the businesses of its members. The beauty business is tough, but it is also a beautiful ride!

About Daniela Ciocan

Beauty Industry Marketing Expert, Daniela Ciocan has revolutionized the way beauty brands connect with retailers, distributors, media, and influencers. As the marketing director of Cosmoprof North America, she has grown the show to the largest and most expansive in North America and helped countless beauty brands achieve significant success through her ground-breaking initiatives and creative activations. Recently awarded the "Marketing Genius" award by Trade Show Executive and "Female Executive of the Year" by Women's World Awards, Daniela is also the Executive Producer of The LOOK All Stars which airs on the WB and MyNetwork and is backed by Sinclair Broadcasting. Well connected in the world of beauty, Daniela is always thrilled to help beauty brands grow and connect with the right experts and companies along the way.