

ICMAD

Independent Cosmetic  
Manufacturers And Distributors

Members Helping  
Members

COVID-19

ICMAD Members Helping Members Webinar Series:

Planning and Adapting For Our Future

April 2, 2020

# ICMAD

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## Terms of use for ICMAD open forum discussions

To support its members during the COVID-19 crisis ICMAD is providing an open forum where members can discuss challenges they are facing in their businesses and ask questions and share possible solutions with other members on the challenges they are experiencing in their respective businesses as a result of the crisis, and to share information on topics of mutual interest, such as seeking SBA loans. Because many of our members are competitors we want to make sure that in the interests of trying to help each other there is not an inadvertent violation of federal or state anti-trust laws. When sharing information on the site there should be no discussion or agreements made with respect to product pricing or pricing strategies and no discussions or agreement should be made between competitors that would in any way reduce competition in any market or market segment. As for instance two competitors agreeing to restrict their marketing and sales activity to enable each of the competitors to gain greater market power in their market segments or in a particular geographical area.

By using this site you agree to abide by ICMAD's terms of use and refrain from discussions that could lead to anti-trust violations. We also ask that while using the site you remain courteous and constructive in listening and commenting on other members points of view. We also caution forum users not to disclose any confidential information because these are open discussions and not confidential discussions. ICMAD specifically disclaims any and all liability for loss of any trade secrets as a result of participation in any of these open forum discussions. We are all in this together and we want to emerge from this stronger and smarter and more attuned to our businesses than ever. We look forward to supporting all of you and providing information that is topical and useful. Please suggest topics which you believe are of interest. We will do our best to see that these are covered.

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## Agenda:

- Introduction
- Status & challenges
- Managing & adapting
- Preparing for recovery
- Open Forum Discussion
- Conclusions

# Planning and Adapting for our Future

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BEAUTY BARRAGE

# Beauty industry valued at \$532 Billion

Coming off a growth period in 2019 we are now needing to reforecast as we see the following response to crisis:

1. Store closures/Professional Salon/Distribution Closures
2. Employee furloughs
3. Hoarding
4. Orders cancelled by retailers
5. Supply chain issues

# The Challenge

With brick & mortar on pause the Beauty industry is faced with many obstacles

1. How do we make up B&M sales via online?
2. How do we engage the consumer during this crisis?
3. What can we learn from China now as they are reopening?
4. How do we partner with existing retailers during this crisis?
5. Should we discount?
6. Should we hold off on new launches?



## Key Learning from China

Time spent **online shot up 20%** as people confined themselves to their homes.

\*Gartner research



LIVESTREAMING

**+526%**

USA: MARCH 8 – 15th



\*Mintel Intelligence Group



# ONLINE SALES CLIMBED

**+50%**

USA: MARCH 13th

\*Rakuten Intelligence



# The power is in the pivot

Internally – forced shift in thinking & actions

1. Take an inventory of what we have! Professional and Retail Products, Knowledge, Creativity/Visuals
2. Maintain client/guest relationships by creating digital and social connections -- become a “non-touch” service provider
3. Change roles within your organization as it is not “business as usual” – what can they take on or do differently?

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# The power is in the pivot

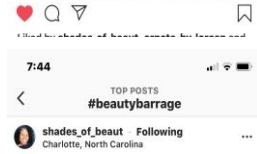
## Externally – forced shift in thinking & actions

1. Build a line item on balance sheet called “COVID 19”, apply for SBA disaster loan, review and access all options for cash
2. Build promotions and find creative ways to make offers for retailers who are holding too much inventory
3. Collaborative Partnerships
4. Communicate and engage your customer digitally

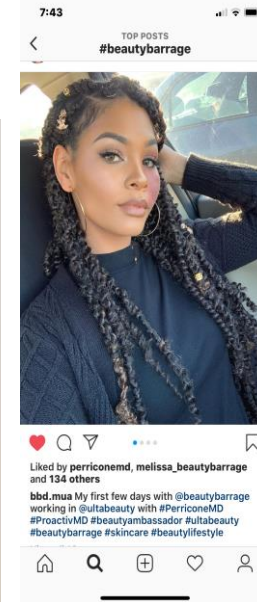
# How Beauty Barrage Pivoted



Liked by carly\_quarantine and 42 others  
picsbystos Love the skin you're in... @proactiv has this amazing deep cleansing wash to help keep your skin blemish free and glowing... more




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January 18

# How ECRU New York Pivoted



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**Evolving Together**  
"STAYING CONNECTED TO YOUR CUSTOMERS"  
Open Business Forum with  
**Dee DeLuca-Mattos**

Join our Instagram Live  
3/31 at 1 p.m. EDT



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OUR STORY SHOP TRENDING PROFESSIONALS CONTACT US

**RESOURCE CENTER**

Our complimentary Resource Center provides educational tools, articles, and imperative resources to help our consumer and business partners weather the unprecedented business and personal challenges brought about by the Covid-19 pandemic.

CONSUMER RESOURCES

PROFESSIONAL RESOURCES

# Work on your "bounce-back" plan

**New category opportunities:** Re-growth Rescue kits that transform into touch-up kits for frequent travelers

**The in-between:** Big ticket spending, will take consumer confidence. Small at home maintenance kits to extend services. (9/11 learning experience)

**Sanitation Nation:** We have all learned an important lesson.

**Increased Digital presence:** Social distancing (physical) forced us to socially connect (mental)

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## QUESTIONS? COMMENTS? CONCERNS?

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