

December 12, 2016

BEAUTY

Glopro: Beauty's New Cult Device

- The microneedling tool that came out in April is on track to do nearly \$30 million in sales by the end of the year.

BY RACHEL STRUGATZ

Glopro is tapping into the latest skin-care craze – and bringing new life to a device category where other players have seen better times.

Within the first 12 minutes of going on sale on HSN in April, \$400,000 worth of Glopro's microneedling devices were sold. In October, HSN sold \$4.4 million, or 22,000 units, of the \$199 tools in 22 hours. According to Jamie O'Banion, president and cofounder of Beauty Bioscience, Glopro's parent company, the device is projected to do \$20 million in sales solely on HSN by year's end.

This doesn't include sales from Neiman Marcus, which started carrying Glopro in May (it's now in about 30 of the retailer's doors and neimanmarcus.com), and as of this week, Bergdorf Goodman and bergdorfgoodman.com. Product from the main Beauty Bioscience line launched on QVC U.K. in January and Glopro is set to launch in February in the U.K. O'Banion is in talks with additional major retailers to up distribution for 2017, and said that overall, the device is on track to hit close to \$30 million in sales this year.

"Glopro has been one of our strongest

performing beauty tool lines this year in terms of sales volume and productivity at HSN," said Alicia Valencia, the retailer's senior vice president of beauty merchandising. "Microneedling is a huge trend in the professional space right now, with dermatologists and aestheticians performing this service in their offices. [This] marks the first time we have been able to offer a beauty device that utilizes microneedling technology in an at-home version, to provide similar benefits."

For O'Banion, micro-injuries are the future of skin care – and the foundation of Glopro, the microneedling device she brought to market eight months ago. And this week, a new \$45 body attachment for the tool launches with all existing wholesale accounts and on gloprobeauty.com, with the entire collection available at



A Glopro with the new body attachment.

beautybioscience.com.

"It's important that we're manually stimulating our skin in a way that it used to do when we were younger and we can re-create that same scenario," O'Banion said. "It's an exciting advancement because we've gone from acid peels in the late Seventies and we moved into microdermabrasion in the Eighties and Nineties. Then we moved into lasers."

Which has ushered in the next phase of skin-care treatment: microneedling, or the use of teeny, tiny surgical steel needles that trick the skin into thinking it's been injured. This triggers a natural injury response that sends the skin rushing to rejuvenate itself, resulting in increased production of collagen and elastin – and reportedly less wrinkles, scars and even stretch marks.

"It's opening up a new [sector] that no

one has tapped yet – microneedling and LED for the body. Needling that a customer can use at home is still affecting scar revision. Even though you aren't injuring down to middermis or deep down – you're able to get incredible stimulation and scar revision," O'Banion said.

She pointed out that the fine lines in the area above the knee cap is a perfect place to use the body head for the Glopro, which is about three times as wide as the face head. So are the backs of thighs, underneath the buttocks and the abdomen.

O'Banion started Beauty Bioscience with her father, Dr. Terry James, in 2011 and has owned the patent for microneedling since 2005. Dr. James performed deeper microneedling procedures in his office, but it wasn't until two-and-a-half years ago that the two began to work on a consumer-facing product.

Not only has early success for the initial face tool prompted O'Banion to extend microneedling to the body, it's also inspired the creation of corresponding product. Glopro Prep pads, designed for use before microneedling and containing a proprietary peptide, launch in February and will retail for \$35 for 30 pads. A Hydraglo serum and Hydraglo cream came out in October and retail for \$95 and \$125, respectively.

She noted that the mind-set of "market segregation" that prevailed a decade ago would never have allowed for Glopro's diverse distribution.

"In terms of how people shop, I wouldn't have considered someone who would have purchased something off an infomercial...[having access to] the same product living in Bergdorf Goodman," O'Banion said.