

New distributor focuses on serving skin care pros

Tom Murphy has dedicated a good portion of his career to the esthetic marketplace. While serving as chief operating officer for **Osmosis Skincare**, Tom tells *Beauty Industry Report (BIR)* that he gained access and exposure to the best companies in the professional skin care market. It occurred to him that while there were a lot of great products and ideas in the market, there really wasn't an efficient way to get that important information to estheticians. As a result, he started **Esthetique Solutions Group, LLC**, a distributorship that offers professional education and innovative products to help skin care professionals be more successful. **BIR** met Tom at the **International Salon & Spa Expo** in Long Beach, CA, where he was demonstrating the **WishPro**, a new machine for estheticians, and we are delighted to share his story with our readers.

BIR: Welcome, Tom. How did you get to where you are today?

Tom Murphy (TM): It's funny...if you told me 20 years ago that I'd end up in the beauty business, I would have thought you were crazy. I graduated from the University of Colorado at Boulder in 1990, spent some time in my hometown of Chicago, then moved

back to Denver and earned my MBA from CU in 1995. I jumped into the hot internet sector, opening up software testing labs for a startup company in California and London. I had a few technology stops before my wife was nice enough to hire me at her meeting planning business, Conference Source. We decided to stay married and stop working together. I met **Ben Johnson** from Osmosis through mutual friends and the rest is history.

BIR: What gave you the idea to start a skin care products distributorship?

TM: While working with Osmosis, I met beauty professionals from around the country. I continue to be amazed by the level of entrepreneurship in this industry, and I truly want to help these people be successful. Immediately after leaving Osmosis, I was

helping smaller companies with import/export, primarily to/from the Asian marketplace. As I continued to get to know these business owners, I learned that their primary challenges were sales and distribution. I knew I could help with that. That's when I founded Esthetique Solutions Group, with the goal of becoming the premier provider in the United States of the professional education and innovative products an esthetician needs to grow professionally and be successful. We understand that estheticians don't want to have to mortgage their practices or even their homes to offer the newest and most effective devices and treatments to their clients. That's why we focus on offering products and treatments that are 100% safe, effective and profitable.

BIR: What is your operating philosophy, and how do you approach each day?

TM: Every morning when I'm not on the road, I tell my kids "carpe diem." While they sometimes find it embarrassing at the bus stop, I want them to "seize the day" every single day. For some reason, I remember that phrase being etched in Latin above the door to my grade school, and it's something I try to do every day. Start every day great, end it better and serve your clients. There will be some distractions along the way, but do that and you will succeed.

BIR: I understand you recently opened the first Solution Center in Denver. Describe the operation in terms of size, layout, services offered and types of products offered.

TM: The first Solution Center is 3,000 square feet divided into professional-only retail, demo rooms and a state-of-the-art classroom. We don't offer any services to the public, but estheticians can come in to experience any of our products free of charge. We are the exclusive distributors for **Circadia by Dr. Pugliese** in a 14-state region spanning from Indiana to Colorado. We are also the exclusive, nationwide distributor for the new

WishPro machine. We offer **Se-Brazil** wax, **Pure Fiji** skin care, **South Seas** tanning, **Oxygenetix** makeup and an extensive selection of disposable and miscellaneous esthetics sundries, ranging from wax warmers to sponges and stir sticks.

BIR: If I am an esthetician in the Denver market, what is the incentive for me to become a Solution Center customer?

TM: It's really about the community. It's been extremely rewarding to see the relationships that have developed between customers who, prior to coming to the Solution Center, didn't know each other. We launched a loyalty program this year that gives customers credits back on anything they spend with us. Those credits can be used for anything that we sell. Customers told us that they don't care where they buy everyday items like gauze, applicators or towels. If the price is close, they'd like to buy from someone local and hopefully get some value-added items from the same source. People do business with us because it is easy and fun.

BIR: Please tell us more about the training that you provide.

TM: Training is always ranked as one of the most important "wants" when we survey our customers. That's why we offer a two-pronged approach to training. First, we just launched the new mywishpro.com website and are in the process of re-launching our website, esthetiquesolutions.com. Those sites will have extensive videos and other training content on demand. Second, we will continue to offer live training at both our Solution Center in Denver and at other venues around the country.

BIR: What sets your training apart from other options?

TM: We offer a friendly face that can answer your questions intelligently, as well as a resource center for all things esthetic. There are great reps out there, but they don't have a physical space to offer trainings, and they are generally limited in what they represent. There are also some nice beauty stores, but their selection of esthetic supplies is fairly limited, and the product lines that they carry are not of the quality our clients have come to expect.

In addition, we partner with **Associated Skin Care Professionals (ASCP)** and **Lori Crete**,



Esthetic Solutions Group distributes the Circadia by Dr. Pugliese line to 14 states.