



## business | beauty and beyond

### IN 2000, THERE WAS A GREAT DEAL

of hype and promise about the Internet's ability to reach out to the public. The world was different then. Money was falling out of the sky from investors for the funding of new websites, which promised new portals for beauty professionals and consumer enthusiasts to come together and get the latest information on beauty and products. Those new websites offered cool "how-to" videos that streamed in incredibly slowly via the conventional phone line. Most of these beauty websites had no business model, yet somehow were able to raise hundreds of millions of dollars! These websites launched only to crash and burn just as quickly, leaving investors to take the hit.

### Fast forward to 2013: the journey

Salons and spas have vast potential to be a direct link to consumers via television networks that distribute entertainment and educational programming, inquire about digital coupons and offer valuable beauty information via TiVo, smartphone, tablet and connected television. As beauty professionals, we must embrace media and how it can benefit our business. Do not fear the cost—explore the opportunity. You may be surprised to learn that you are able to create quality content on a limited budget. Partnering with the media, the spa goer receives relevant information and a broader understanding of your business. Branded content will soon be available on other connected TV platforms for LG, Panasonic and Vizio.

Cable, as well as emerging phone and TV networks will soon follow.

Synchronized beauty has evolved over the past 20 years.

In the 1980s and 1990s, scheduling appointments was done via land based phones. Customers learned of services and products from watching commercials or shows about beauty products. They would then physically come into the doctors' offices, salons and spas to purchase products and services. Technology has come a long way since then!

By 2005, mid-quality video was available on mobile phones, along with basic mobile salon scheduling applications for a consumer's phone.

Since 2008, with the advent of the iPhone, we now have apps for smart phones and tablets of all sizes and brands. Onboard cameras now make it easier for salon or spa professionals to get an idea of what their customer or patient looks like before they come in for services.

### 2013 and beyond

In the near future, we can expect to see a heavy rise in the use of tablets and smart televisions, with high definition cameras that connect consumers directly to their esthetician, massage therapist or physician for treatment and product recommendations.

In the distant future, projected holograms (like those seen in *Star Wars*) will eventually make their way into living rooms in order to provide the professional and consumer with a 3D view of products, devices and consultations for new treatments available.

### Who would have imagined...

The world has changed in major ways. Today we have apps for smart phones, tablets and connected television. Consumers now have a variety of ways that they can stay connected and synchronized, with the latest videos on products and treatments, along with special last minute savings, all based on brand preference and GPS location.

Who could have imagined that the world would have ended up this way—offering beauty enthusiasts and consumers new ways to schedule a last minute treatment or get that killer deal just around the block? Technology can make everyone's life easier and encourage a consumer who is on the fence to make a last minute purchase. If used correctly, technology should be embraced and welcomed, because it will end up generating more revenue for all! ■

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