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schülke inc. | Fairfield, NJ | USA  
Tel. 1-973-770-7300  
Toll-free 1-888-267-4220  
[saius@schuelke.com](mailto:saius@schuelke.com)

Schülke & Mayr GmbH  
22840 | Norderstedt | Germany  
Tel. +49 40 521 00-0  
[www.schuelke.com](http://www.schuelke.com)  
[info@schuelke.com](mailto:info@schuelke.com)

## KEEPING THE MAGIC IN UNICORNS

add a device to its portfolio that, in the words of Guthy-Renker CEO Rick Odum “complements all of our skin care brands.”

Levy is thrilled with the partnership. The initial tests of Dermaflash on air/online have proven Levy’s hypothesis: women are ready to take their beauty concerns into their own hands in the comfort of their own homes. Sales are better than expected, and the test roll out will continue.

### Keeping the Founder in the Fold

RéVive and Tengram are on the way to a model similar to the Dermaflash/Guthy-Renker deal. In November 2017, Tengram acquired RéVive from Shiseido for an undisclosed amount.

Like Guthy-Renker, Tengram saw in its acquisition a strong brand story and founder vision in Dr. Gregory Bays Brown. Dr. Brown, a reconstructive and plastic surgeon, developed RéVive out of his medical office where he formulated a cream, which he used on his patients. Dr. Brown had studied the structure of the skin and tapped into the human growth factor for treatments, which



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comprised the proprietary aspect of his brand. Tengram recognized the value in the IP and in Dr. Brown.

Elana Drell-Szyfer, CEO of RéVive, was part of Tengram’s buyout from the Shiseido Group. She says, “Retailers were loyal to Dr. Brown and stated, ‘We have a lot of patience for this brand.’”

According to Drell-Szyfer, Rich Gersten, a Tengram partner, was instrumental in convincing the company about the equity of the RéVive brand and Dr. Brown.



*“I realized that an at-home dermaplaning solution did not exist, and I decided to invent it,” says Dara Levy, founder of Dermaflash.*



*In April 2017, Guthy-Renker Ventures, the parent company of the infomercial and beauty giant, Guthy-Renker LLC, made an equity investment in Dermaflash, which produces a handheld exfoliating device inspired by dermaplaning.*

Tengram's commitment and Drell-Szyfer's experience in building luxury brands show the dedication the organization has.

"Most importantly, Dr. Brown is there for his creative ability, and we will learn from him and exploit his creativity with new ideas for innovation," says Drell-Szyfer. "A lot of the innovation had not been a priority for the brand and now we can focus on what he started."

What is clear is that both acquisitions are on their way to exploiting the indie brands' hook. This model allows all parties to reap benefits. The indie can gain expertise through the knowledge of their investors, and investors are able to exploit the magic of the unicorn. ■

She notes, "Tengram bought the [RéVive] IP inventory ... Aside from that, there wasn't anything else to buy. The brand had been bought and sold from Gurwitch to Alticore to Shiseido, where it was always a part of shared resources. The brand is a 20-year-old startup that needed attention. It has a lot of integrity and, with our dedicated focus, the brand will grow. This is the whole idea behind the investment."

So, what is different with this deal? According to Drell-Szyfer, "We insisted Dr. Brown be a part of this acquisition. He has a great bedside manner, credibility in the reconstructive and plastic surgeon space, and it was Dr. Brown's emphasis on actives in products and the customer service element that kept the brand alive. Retailers are loyal to him."



**ROXANN PAULSON**, founder of Roxann Paulson Marketing LLC, has worked with clients such as Kline & Company, Concept Labs, Space NK, Blow Pro, St. Tropez, Real Techniques, Paris Presents and Aveda Concept Salon, etc.

She previously served as CEO/GM Philips Crystalize, based in Amsterdam, Netherlands, and distributed in United States via Duane Reade, Fred Segal, and Beauty Collection. She has also held the roles of vice president/brand manager with Estée Lauder Companies, Inc., corporate manager retail marketing for Walgreens, vice president/executive creative director at Dr. Brandt Skincare.



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MARCHESINI GROUP USA  
43 FAIRFIELD PLACE  
WEST CALDWELL, NJ 07006  
T. 973 575 7445  
INFO@MARCHESINIUSA.COM

MARCHESINI.COM

