



## COMPANY PROFILE

*Innovative professional cosmetics with skincare qualities*

# SORME COSMETICS GROUP

## About the Company

Founder and creative mind behind Sormé treatment Cosmetics, Refineé Skincare and Persé Mineral Basics created the company over 22 years ago with an inheritance of knowledge in the cosmetics industry from his father who was an innovator and importer of luxury cosmetics in his own right!

Mr. Morad Amirieh started the company with the intent to manufacture a cosmetics line that he would feel comfortable using on his own family. A complete treatment based cosmetics line, un-heard of back in the 90's with ingredients that could only be found in department store brands at extortionate prices and un-available to the professional client at the time.

Sormé Cosmetics and the innovative point of sale displays dominated the Professional Beauty Supply market in the beginning and grew to become a professional beauty favorite in a short time.

The brand has flourished and due to demand has also created an all-inclusive skincare line, Refineé skincare that has been able to satisfy the needs of spas and salons with skincare maintenance products that have the quality of extensive prestige brands, without the prestige price tag.



## SORME COSMETICS GROUP

Sormé treatment cosmetics does not rely on one professional makeup artist to develop its innovative products. Instead, our educational department and in-house makeup artists, use focus groups consisting of other professionals in the makeup and beauty industry to recommend desired products and critic any new ideas. Our R & D department attends the latest shows and events and is constantly scouring the globe for the latest trends and unique developments to be ahead of the consumer based beauty industry for our professional audience.



We have been globally distributing Sormé Cosmetics and Refineé skincare throughout US, Canada, Central and South America, Asia, and the Middle East and with our aggressive approach in Europe this year our goal is to be in over 12 European countries by mid-2016.



# SORME COSMETICS GROUP

- Why Sorme Cosmetics and Refinee skincare?
  - Sorme is a brand created on the basis of providing our makeup professionals with a safe, well balanced, high definition color cosmetics that allows for an application that is not only beautiful in front of the lens but also beneficial enough to be used on a daily basis without the fear of causing skin irritations.
  - Professional
    - Sorme Color cosmetics products are made with the highest quality ingredients available to provide the most effective application with minimal effort.
    - By using High Definition color pigments and blending the finest ingredients to achieve a sophisticated balance of durability, the makeup professional can reliably use, mix and blend the powders to achieve the color that is desired rather than have to carry an endless variation of base foundation colors.
  - Skincare Treatment cosmetics
    - Creating a true skincare, treatment professional cosmetic is much easier said than done. It is only in the Sorme Co. Laboratories that we were able to add rich ingredients such as Argan oil, Arnica, jojoba, Cucumber oil, Vitamins and minerals and HD color pigments and create the stable formulas that have been used and loved by Makeup artists for over two decades.
  - Educational support
    - We provide FREE Sorme Cosmetics Certification to all our licensed clients online or through our live seminars
    - Our Certification not only educates the MUA with the professional tips and tricks that we learned from top Hollywood artists but also teaches the fundamentals in starting or adding on a new business in selling cosmetics and/or skincare.
  - Brand recognition amongst professional Makeup artists for 22 years
    - Sorme is a brand that has been trusted by the professionals to be safely used on major celebrities such as Lucy Lu, Carrie Underwood, Katherine Hiegel, Mrs. World 2016 and many, many more who shy away from other cosmetics due to their sensitive skin.

## SORME COSMETICS GROUP

Decades of media coverage (from most recently)

- Global Beauty Masters competition Season 3



## SORME COSMETICS GROUP

- Mrs. World 2016 Competition Sponsor





## SORME COSMETICS GROUP

- American Music awards sponsorship





# SORME COSMETICS GROUP

- Monthly advertising in National publications and media editorial coverage in publications such as Dayspa Magazine, Beauty Launchpad, Beauty Industry Report and more.

**MUST HAVE**

## Product Premiere

New spa goodies are in bloom!

**Dermalect Cosmeceuticals Peptide-Infused Nail Lacquer in Renegade**  
A peptide-packed formula strengthens weak, brittle nails and promotes prolonged color. **888.MYDERMLECT, dermalect.com**

**Phytomer Night Recharge Youth Enhancing Cream** This marine-based formulation energizes the skin and combats signs of aging. **800.227.8051, phytomerusa.com**

**Juara Clove Flower & Turmeric Anti-Aging Serum**  
Natural botanicals come together in a youth elixir that boosts skin's firmness and luminosity. **212.228.9601, juaraskincare.com**

**DermaQuest Dynamic Skin Recovery** This daily moisturizer provides potent UV protection while promoting collagen production. **800.831.5150, dermaquest.com**

**Refinee Hydrating Gel Mask** Argan oil and dragon's blood help to restore skin to a smoother, plumper and more youthful state. **800.927.6763, refineeskin.com**

**Sranrom Youthful Zest Body Wash** A blend of pomegranate, tangerine and grapefruit extracts makes for an invigorating and refreshing shower experience. **703.399.0212, sranrom.com**

**Lady Burd BB Cream** This lightweight beauty balm primes, moisturizes, brightens and corrects, all in one fell swoop. **800.345.3448, ladyburd.com**

**PHYTOMER RECHARGE NUIT**  
Crème Renforce Jeunesse  
NIGHT RECHARGE  
Youth Enhancing Cream

**Sranrom**  
THE ARTISTIQUE WISDOM  
YOUTHFUL ZEST  
BODY WASH

**JUARA**  
CLOVE FLOWER & TURMERIC  
ANTI-AGING SERUM

**dermaquest**  
DYNAMIC SKIN RECOVERY

**REFINEE**  
HYDRATING GEL MASK

**LADY BURD**  
BB CREAM

PHOTOGRAPHY: AMANDA SANCHEZ STYLING: CRYSTEN WILSON & ANGELA MUELO

**Brushes by Karen**  
Hologram Effects Shadow in Wave and Splash

**Colorlab Private Label**  
Mineral Eyeshadow in Berry Exclusive

**Glo-Minerals** Precise Micro Eyeliner in Teal

**Sorme** Eye Long Lasting Eye Shadow in Cocoa

**Osmosis** Eye Shadow Trio in Desert Fire

**Aveda** Eye Shadow in Papyrus and Oceanica

## Eye on the Prize

Now comes the fun part: eye makeup! Greens, purples and pinks play a major role in spring 2013 collections, demonstrating that this year, when it comes to eyes, bolder is better. While the face remains soft and demure, this season's eye trends encourage clients to express their individuality via vibrant color, exaggerated lashes and/or bold eyeliner.

"Spring is beauty's New Year's," explains Kate McCarthy, national makeup artist for Glo-Minerals. "New things happen to the elements around us, new flowers bloom and the tide changes. So you draw upon those transitions to inspire beauty changes." McCarthy says knowing how to mix and match trends with each client's current beauty routine and color palette is essential to helping her achieve a unique spring "look." For example, matching a teal-colored eyeliner with vibrant pink and ivory eye shadows creates a "sunrise over the ocean look," she says.

Mary Swaab, CEO of Colorlab Private Label, says the brand's new Gypsy Palette aligns with this season's color direction. "Violets complement any skin tone," says Swaab. "The colors can take clients from day to night."

The simple-yet-savvy, cat-eye look is another great way to accentuate a client's eye. Another great complement to a dramatic eye lies in equally dramatic eyelashes, and this season's lashes are coming in all shapes and sizes. "It hasn't been about lashes in a long time," says Alejandro Falcon, artistic director and corporate educator, Osmosis Skincare. "Now it's all about mascaras and false eyelashes. It's very reminiscent of the 1960s, when they painted eyelashes on the lid to make them pop. It's a very Twiggly-inspired look."

### ★ LOVELY LASHES

Here's a partial list of manufacturers carrying lash-enhancing products to keep your clients' eyes bright and beautiful.

<b>Athena Cosmetics</b> (Revitalash line), athenabeauty.com	<b>Jan Marini Skin Research</b> (Marini Lash Eyelash Conditioner), janmarini.com	<b>NovaLash</b> (Eyelash extensions), novalash.com
<b>Botanical Science Technologies</b> (Lashurious), botanicalscience.net	<b>JB Cosmetics</b> (LashFood and JB Lashes), lashfood.com	<b>Rocasuba</b> (Rapid Lash), tryrapidlash.com
<b>DermaQuest Skin Therapy</b> (DermaLash), dermaquestinc.com	<b>LashEm</b> (Lash Gel Serum), lashem.com	<b>Rozge Eyelash Revitalizer</b> (Renew) from Universal Companies, universalcompanies.com
<b>GlyMed Plus</b> (Eyelash Power Treatment), glymedplus.com	<b>LiLash</b> (LiLash and LiBrow serums), lilash.com	<b>Sorme Cosmetics</b> (Extralash), sorme.com
<b>HydroPeptide</b> (Lash), hydropeptide.com	<b>MD Lash Factor</b> (Eyelash and Eyebrow Conditioners), mdlashfactor.com	<b>Talika</b> (Lipocils), talika.com

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# SORME COSMETICS GROUP

## HEADLINES

## Get This Look! Keira Knightley Edition

At a recent film premiere, Keira Knightley flaunted a modern-classic take on the upswept bun and paired it with a romantic visage. Want to replicate her flawless look? We've gathered a few products to help you snag the haute style.

**Hot Tools 1" KIS Flat Iron** (hottools.com)

**TIGI 5-factor Dream Drops** (tighaircare.com)

**Novalash Curly Curl Lashes in .15mm Black** (novalash.com)

**Bodyography Professional Cosmetics Duo Expressions in Breathless** (bodyography.com)

**Sormé Treatment Cosmetics Perfect Performance Lip Color in Rose** (sorme.com)

**Youngblood Mineral Cosmetics Crushed Mineral Blush in Tulip** (ybskin.com)

**Matrix Biolage Exquisite Oil Micro-Oil Shampoo and Oil Crème Conditioner** (matrix.com)

**Your Name Professional Brands VolumeX Mascara in Ink** (yournamepro.com)



**ONLINE** Exclusive!  
Superstylist Ted Gibson shares how to create the perfect upswept bun on [BeautyLaunchpad.com/ Upswept-Bun](http://BeautyLaunchpad.com/Upswept-Bun)

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## FIRST LOOK

## SKIN

**But a move: Glotherapeutics Volumizing Breast Cream** incorporates Voluplus, acetyl hexapeptide-38 and saccharide isomerate to lend breasts the appearance of greater density. (glotherapeutics.com)

**Ideal for all skin types, Christina Line Repair Theraskin+HA Concentrate** includes moisturizing hyaluronic acid along with a wealth of age-combating antioxidants. (christinacosmeauticals.com)

**The hypercooling micromist** named from the **Kelley Quan Pocket Spa** is so fine that it effectively hydrates facial skin without disturbing any makeup that's been applied. (kelleyquan.com)

**Brighten up! Refinee Citrus 'C' Detox Mask** clarifies, brightens and refines with lactic acid, vitamin c and goji berry. (refineekincare.com)

**Developed by celebrity makeup artist Kendra Richards, weightless Heir Atelier Ultimate Make Up Prep** serum readies skin for flawless makeup application by hydrating with squalane and jojoba oils, brightening with licorice root and staving off the signs of aging with collagen-stimulating peptides. (heiratelier.com)

**Repechage Hydra 4 Mask** features seaweed and olive leaf extracts to smooth, calm and restore a youthful look. (repechage.com)

**SPF 20 Dermalogica Cover Tint** protects against UV rays while imparting light coverage that lasts all day long. (Available in Light, Medium and Dark) (dermalogica.com)

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## ALTO Peinado

LANZAMIE  
DE UNA N  
COLORAC  
PRESENTA  
DE TREND  
2013

Año 44 No.529  
Precio \$40.00  
Abril 2013  
www.altopeinado.com  
facebook.com/altopeinado



Pe  
Re

Eventos

**WELLA**  
PROFESSIONALS realiza espectacular lanzamiento de su nueva  
coloración **ILLUMINA Color** y de las 4 fabulosas  
tendencias que forman **TREND VISION 2013**



Definitivamente la apuesta de **WELLA Professionals** por su nuevo y fascinante **ILLUMINA Color** y **TrendVision 2013 "The Sound of Color"** revolucionará la forma en la que trabajan y se inspiran los estilistas y nos adentrarán a un nuevo concepto de LUZ, COLOR Y SONIDO.

Un evento espectacular, que cautivó e inspiró a los peluqueros de México y que fue posible gracias al entusiasmo y profesionalismo de un gran equipo de trabajo encabezado por los Illuministas, WAT, ENVY, WELLA y SEBASTIAN Educación México y también gracias al gran equipo de maquillaje SORME y al estupendo coordinador de moda, Ivan Hernandez.



Stacy Gaspar, Maggie Spinks,  
Mark Spinks y Corinne Dominguez.



Martha Campos, Conchita López,  
Abigail Rodríguez, Paulina y  
Roberto Robles.



Enrique Velázquez, Director de Ventas para Wella Professional México,  
Lorena Arriola, Education Coordinator México Show, Paty Andrade, Di-  
rectora de Ventas Wella Professional América Latina, Stacy Gaspar,  
Vice-Presidente AMCO, Maggie Spinks, Mark Spinks, Presidente AMCO,  
Corinne Dominguez, Vice-Presidente de Ventas AMCO y Gonzalo Gutiérrez.



Dany, Marco, Vihai, Anel y Choy



Edgar Rodríguez y Rodrigo  
Lara.



Verónica y Martha  
Ornelas.



Dany, Paty Andrade, Guille y Enrique  
Velázquez.

### Algunos aspectos del backstage



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onals por su nuevo y fascinante  
lucionará la forma en la que trabajan y  
vo concepto de LUZ, COLOR Y SONIDO.  
los peluqueros de México y que fue posible g  
trabajo encabezado por los Illuministas, WAT, E  
en gracias al gran equipo de maquillaje SORME y  
dor de moda, Ivan Hernandez.



Enrique Velázquez, Director



SORME COSMETICS GROUP



Sormé Cosmetics and Refineé Skincare are in over 2,500 brick and Mortar stores throughout the United States and offer both products to over 1,300,000 beauty professionals.

The success of the Sormé Cosmetics group abroad points to the important fact that we provide a professional brand with professional support, such as our Educational department, with professional displays and a sales and marketing team that not only focuses on our sales but on our client's sales.

Our new profit centers and counter displays allow for placement in any environment and act as silent salesmen to provide a no-hassle revenue source for the distributor.

Even though we are growing exponentially every year, our customer service and our desire to help our clients has never faltered. We have a tremendous loyal customer base throughout the world and with the surge in our social media and our focus on building our brand globally.

Refer to attached product catalogue and display catalogue

Visit us at [www.sorme.com](http://www.sorme.com) and [www.refineeskinicare.com](http://www.refineeskinicare.com) for more information.