

Not Your Mother's Hair Care to Boost Retail Presence

Not Your Mother's hair care products are slated to hit shelves at more than 7,500 new retail outlets early next year.

Parent company Demert Brands Inc. said Tuesday that new retailers for the Not Your Mother's brand, which provides salon-grade products at value pricing, will include CVS, Target, Duane Reade, Shopko, H-E-B, Supervalu and Soap.com.

"In addition to our current retail mix, we are bringing in 6,200 CVS locations; 500 Supervalu stores, including Jewel Osco, Shaw's and Cub Foods; 300 H-E-B stores; 258 Duane Reade stores; 134 Shopko stores; Soap.com; and select Target stores by the first quarter of 2012," Michele Sherbet, Not Your Mother's brand manager and vice president of sales, said in a statement. "The retailers are excited to bring in this fresh, exciting line of products their customers have been asking for."

According to Demert, Walmart and Ulta have seen strong demand for Not Your Mother's and bringing in additional SKUs to their stores. The line is currently sold at 1,500 Walmart stores as well as at Ulta, Harris Teeter, Albertsons LLC, Lowes Foods, Schnucks, Hi-School Pharmacy, Navarro Discount Pharmacy, Dierbergs, Acme Fresh Markets, Jewel-Osco and Bag n Save outlets, as well as at online retailers such as drugstore.com, salonsavings.com and ulta.com.

With eye-catching packaging and quirky product names, Not Your Mother's products made their debut in 2010 and are targeted at a young, trend-savvy audience, the company said. The product lineup currently includes nine SKUs: All Eyes On Me (shape and shine hairspray), She's A Tease (volumizing hairspray), Beat The Heat (thermal styling shield spray), Smooth Moves (frizz control hair cream), Kinky Moves (curl defining hair cream), Beach Babe (texturizing sea salt spray), Girl Powder (volumizing hair powder), Clean Freak (refreshing dry shampoo) and Rise & Shine (light shine mist).

Another four SKUs are set to be rolled out in the first quarter of 2012, according to Demert. The suggested retail price for each product is \$6.