

Solution-Oriented

For years **Dennis Bernard Campanaro**, founder and CEO of **Dennis Bernard, Inc.**, Freehold, New Jersey, has created products to solve stylist's problems and help them design beautiful color without compromising the hair health. Most recently, Bernard developed what he considers to be his second most innovative product (the first being a color accelerator) and its success is bringing him out of semi-retirement. Bernard spoke with MODERN about new 4Bond N' Plex and why he's happy to be working so hard these days.

MS: What is your beauty background?

DBC: From the time I was about five, my dad would take me to his salon. I loved going there—all the women pinching my cheek and fussing over me. As the years went by, I kept helping out in little ways, until I decided to go to school for hair.

When I opened my first salon, I had a lucky break. I was asked to do hair for the Miss America pageant and Miss New Jersey came in as third runner up. She came to the grand opening of my salon and it was an immediate success from that point on. I would ultimately have 12 salons and almost 300 employees.

MS: How did you start developing products based on hairdresser requests?

DBC: In 1985, I came up with my first product really by accident. My father had been talking about Jheri Redding's methods of using oils as conditioners. One day, when my mother wanted me to condition her hair before doing her hair color, I added some oil to the formula. A process that usually took an hour was done in 10 minutes. I couldn't believe it.

I started incorporating this additive into my color services, and clients' hair looked shiny and healthy, and their color lasted longer. Soon, people were

booking lunch-hour appointments because now they could get a cut, color and style in an hour. When women who had worked at my salons began opening their own salons, they asked me to supply them with "that 10-minute product" which we named The Color Accelerator—or TCA—and put it under a line we called Powertools. I attended some shows, gave out samples, and soon we were with **Armstrong McCall** and **RDA Beauty Supply**, and today, Powertools is available through about 150 distributors, including **SalonCentric** and **CosmoProf**.

MS: What are details surrounding 4Bond N' Plex?

DBC: In 2000 I sold the chain of salons and really focused on manufacturing. The Powertools line is about making hairdresser's lives easier. It was from listening to them that we brought out more products. They would say, 'I need a better...' and we would improve on products they were already using, developing a better stain remover or a hairspray. But I was always thinking, if I could come up with another TCA, it would be amazing.

I set out to make a bonding product that would ensure healthy, shiny hair after all chemical and color services. It also needed to be really easy (no need to reformulate), fast processing, and at the right price point. I developed 4Bond Molecular Bond System, which improves color retention and deposit while rebuilding the hair with a unique polymer blend, plus keratin, quinoa and baobab. It gently opens the cuticle and deposits these proteins, which then work on all three layers of the hair shaft. The polymer blend locks each ingredient into the layer so hair is strengthened and rebuilt. This is our Smart Target Technology—meaning the blend targets the damaged areas.

This same protein technology led to the introduction of 4Bond N' Plex



Dennis Bernard Campanaro

Shampoo and Conditioner, which helps hold the color and rebuilds hair bonds, and is the perfect complement to any bonding service. It also prepares hair for the next color or chemical service because continued use means hair is being strengthened and fortified.

MS: How has this innovation been received in the market?

DBC: We have opened up 26 countries in the EU, where it is really catching on. We have a woman representing us there who connects with champion hairdressers and gives them the products—they love them and endorse them. We have gone through our first order and are in production for our second batch.

Anyone who was given a 4Bond N' Plex tester has hesitated to give it back. We've actually had to call them in because anybody using it is loving it. I've never had a reaction like this since TCA. Hairdressers see instant results on their client, and it's so easy for them to use. They love the fragrance, which is vanilla and amaretto, and also the feel.

This is the second innovative product that I have been waiting for and I'm very excited about it.