

## **COMMON SENSE AND PROFESSIONALISM (OR LACK THEREOF)**

It never ceases to amaze me that your industry is often its own worst enemy!

Diversion is not a joke. Neither is it a tool to be used by companies as a marketing device or to try to achieve a competitive advantage.

Over the last few years sales representatives have been trying to get salons to buy their products by saying that they are not diverted and therefore are true "professional" items. Recently, one company has even gone so far as to put this allegation in print for their own personal gains. How pitiful!

We were horrified to learn that a major retailer was hiring licensed cosmetologists to purchase professional product for them deceptively using the cosmetologist's licence. How could retailers be so underhanded? How could cosmetologists sell themselves out like this?

It is no less shocking to those who participate in the day-to-day battle against Diversion to find companies scrambling for market share by trying to spin the truth to their own advantage. Diversion it is an industry problem which threatens the beauty business and every cosmetologist who tries to make a living by selling professional service and professional products. Trading on this plight is a travesty.

If a company chooses to hold itself out as being more "pure" than its competitor whose products are diverted, then that company is in for a rude awakening. The lack of Diversion means one of two things:

- your products are not sufficiently in demand to make them attractive to collectors and diverters; or
- your time in the cycle of Diversion has not yet come and, when it does, you will have to live by your own allegations that Diversion is done on purpose by the manufacturer (so therefore when it happens to you, You MUST be doing it on purpose – right?).

Most reputable manufacturers recognise that, if their products are not yet being diverted now, they will be. They sympathise with the plight of the industry and recognise that they may soon be struck by the same problem. They are respectful and "professional" in every way and do not try to profit from the difficulties of those who are now subject to this scourge. The battles currently being fought by those companies suffering from Diversion are benefiting those whose products are not being diverted and are also benefiting the professional industry as a whole. This is an expensive job. This is a thankless job. Don't be a commercial parasite!

The salon, spa and nail business is truly professional. It is expected that those who participate in this business will behave professionally.

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