



"I was ecstatic to have the opportunity to purchase Mirabella. It felt like a natural extension of The Lano Company," says Miranda. "Mirabella's focus and dedication to creating naturally-based, talc-free cosmetics parallels our collective mission for The Lano Company as we have always striven to do the same with our two brands: Pure Cosmetics and Pure Lano."

HUMBLE BEGINNINGS

Born out of frustration with the quality of cosmetic brands available to salon professionals, makeup artist and salon owner, Christy Thurston, developed Mirabella in 2002 to create a total beauty experience for the salon industry. The brand's extensive shade range and mineral-based formulas quickly gained a reputation as an industry leader in cosmetics. In 2007, John Maly partnered with Mirabella, continuing growth

efforts by expanding globally. Although the brand's customer base continued to grow and product development was steady – inflation of the cost of goods sold, customer communication and complications moving product nearing expiry date, it was evident a new approach was needed.

INNOVATION MEETS PASSION

Each of Mirabella's previous owners had one goal in mind: to create an ever-evolving cosmetics line tailored to the specific wants and needs of salon industry professionals. The Coggins have recognized the need not only to continue Mirabella's tradition of offering beautiful luxurious cosmetics, but to create a manufacturing landscape that allows the company to make products more affordable while continuing to improve upon formulas and packaging to keep

up with trends in the market. Prior to the Coggins' purchase of Mirabella in 2017, the brand had initiated the first stages of a company-wide rebrand; a task in which the new owners embraced and continued.

"We loved the direction Mirabella's rebrand was taking with beautiful, modern ombre packaging, chic metallic gold and silver accents, and an overall shift in packaging to a higher end look," says Miranda Coggins. It seemed like a perfect time to initiate a shift in shades and components that were not popular among our customers, while working to lower costs on the manufacturing front."

After reconstructing the line with a stunning new array of wearable shades, high-end packaging and a new, lower pricing structure, the final step would involve updates to the display units available to salon customers. The Mirabella team worked to create attractive acrylic modules that transition seamlessly into current premium display units for the addition of new products. An innovative new open sell unit (strategically priced at \$2000), complete with model imagery and backlighting, was also designed to beautifully showcase each product in the line, along with housing open stock and tester units.

TRUE TO ROOTS

While Mirabella has undeniably undergone drastic changes over the last seven months, the Coggins remain dedicated to continuing the brand's mission to offer the salon industry a full clean cosmetics line with quality formulas. The new products that will launch throughout 2018 will feature Mirabella's signature mineral-base with emphasis on remaining talc, dye & gluten free. For more information, visit mirabellabeauty.com

Fresh FACE



MIRABELLA AIMS TO BREAK BARRIERS IN THE SALON INDUSTRY AS THE COSMETICS BRAND UNVEILS A LUXURIOUS NEW LOOK AND IMPRESSIVE FORMULA UPGRADES.

Beauty is a lifestyle. If you do not agree, scroll #makeupjunkie on Instagram feed, or just ask Mirabella's new owners Layne and Miranda Coggins. While the brand adopted this philosophy in early 2014, the Coggins have vowed to embrace it; spending the first seven months of ownership improving product formulations and developing sleek modern packaging in an effort to complete the salon beauty experience, and create excitement among the brand's current customer base.

The Coggins may be new to Mirabella, but the duo is no stranger to the beauty industry. Miranda founded The Lano Company, originally specializing in natural lanolin-based lip balm, in 2005 after suffering from chronically chapped lips. Layne joined The Lano Company a year later to facilitate sales and the company quickly began developing relationships with major distributors and retailers nationwide. As the company grew, two brands were established: Pure Cosmetics, specializing in a wide range of beautiful, yet affordable paraben free and natural-based cosmetics, and Pure Lano, an all natural skincare line.

