

SCIMARK REPORT

BY JORDAN PINE

MANICURE MADNESS! ONE CATEGORY, DUAL DUELS

The competition in our industry grows ever crazier. Just as two-way duels started becoming the norm last year, three-way duels are becoming the norm this year. Even the extreme high point we ended on last year — an insane five-way duel — is being surpassed at the end of 2015. I call it “manicure madness,” and it has produced both a two-way duel and a three-way duel in a single category!

DUELING NAIL BUFFERS



BARE NAILS

Main Offer: \$19.95 for one, with six tips

Bonus: Double the offer (just pay a separate fee)

Brand: PedEgg

Marketer: TELEBrands

Website: www.PedEggBareNails.com

Rating: 3 out of 5 ★★☆☆☆



PERSONAL MANI

Main Offer: \$14.95 for one, with two tips

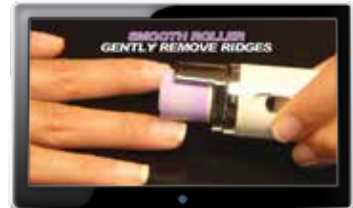
Bonus: Double the offer (just pay P&H)

Brand: Esplée

Marketer: Emson

Website: www.PersonalMani.com

Rating: 3 out of 5 ★★☆☆☆



NAKED NAILS

Main Offer: \$14.99 for one, with four tips

Bonus: Two additional tips (free)

Marketer: Ideavillage Products

Website: www.OrderNakedNails.com

Rating: 3 out of 5 ★★☆☆☆

There are two things going on here that explain why the sharks are worked up into a feeding frenzy. The most significant reason is that Amopé released a similar product. Amopé, if you recall, is the company that caused a three-way duel earlier this year when it started heavily promoting its **Pedi Perfect** electronic foot file. TELEBrands (**PedEgg Power**), Emson (**Personal Pedi**), and Tristar (**Emjoi Micro-Pedi**) all went after it, resulting in massive retail sales. It's no surprise, then, that Amopé has become R&D for the industry, and everyone is chasing its newest concept. Adding fuel to the fire is the fact that a similar item is “Old Gold.” The product was

called **Salon Shaper**, and it was a hit for TELEBrands in 2001. Originality has never been an industry strong suit, so you can see why this opportunity is irresistible. It's a rare chance to follow and draft and resurrect an old hit — all at the same time. What's interesting is that as a stand-alone DRTV item, none of these products would be likely to succeed. With all of this awareness and the shelf space pretty much guaranteed, however, I won't be surprised if these items sell well. Whether anyone makes a profit at the end of the day is another question entirely.

DUELING NAIL TRIMMERS



ROTO CLIPPER

Main Offer: \$19.99 for one

Bonus: Second one (free)

Marketer: Allstar Products/Lenfest Media

Website: www.RotoClipper.com

Rating: 4 out of 5 ★★★★★



PERSONAL MANI PEDI

Main Offer: \$19.95 for one

Bonus: Second one (just pay P&H); “Lifetime Replacement Certificate”

Brand: Laurant

Marketer: Emson

Website: www.BuyManiPedi.com

Rating: 4 out of 5 ★★★★★

The last nail trimmers to appear on DRTV were part of a 2009 duel between Merchant Media's **Clip It Clean** and Ontel's **Sure Clip**, with the latter emerging victorious. Now come these new nail trimmers — becoming a duel as well. Allstar first tested its version in April. As mentioned, Emson is coming off a solid success with **Personal Pedi**, so this is a second attempt to extend its line. I give Allstar the edge because of the head start and because Emson has unfocused its brand. Imagine trying to recommend a “Personal Mani Pedi” without your friend confusing it with “Personal Mani” or “Personal Pedi” — totally different items. That's not to mention the French words (Laurant and Esplée) tacked onto the end of those names. This seems to be a case of name selection by committee.

WHAT MAKES UP THE SCIMARK SEVEN?

The **PRODUCT** should be: (1) needed; (2) targeted; and (3) different.

The **CATEGORY** should be: (4) un-crowded.

The **COMMERCIAL** should be: (5) engaging; (6) motivating; and (7) clear.

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