

ESTETICA

**SOUTH
AFRICA**

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EVENTS

TResemmé
24 Hour Body Collection

GREEN FEATURE

Environmentally friendly
hair care & beauty

INTERVIEW

Derek Wong



Dr Trevor Baillie – Head of Product Development and senior member of the Insight Team.

Fusion Labs comes of age

Fusion Laboratories has taken the nutritional world by storm. Their ethos is summed up in the motto: ‘Dream Life, Dream Experience, Dream Products... Venture into a world of Innovation’. To get to know this trailblazing company better, Estetica’s Lizel talks with Dr Trevor Baillie, Head of Product Development and senior member of Fusion Labs’ Insight Team:

Your thoughts on business?

“Business for us is foremost about concern and serving the customer. It’s always about the Customer, Customer, Customer! We have a set protocol, which is to serve our customer beyond expectation. We want to lead our customers to a place of dreams and extra ordinary lifestyle.”

What goes on inside Fusion Laboratories ?

“We have developed a clear sense of purpose which is to provide high quality products for a luxury lifestyle. A main priority at our company is to unleash new products that shape health. We are constantly looking for new ways to offer different, superior quality products to the market. We are motivated to stretch the frontiers of technology in creative ways. We have to always be innovation obsessed and stand out because of our distinctive set of ideas. We want to manufacture and deliver excellence and we ultimately sell our customers success. We regard this as a source of our corporate recognition.”

Explain the ‘X-factor’ in your business...

“We are not a conventional company and we do not intend to become one. We do not only want to bring fresh products to the table but also fresh energy. In today’s times, too often innovation gives way to duplication. We want to ground the brand in creativity and excellence. We want to exist to build great things. We want to build the best 21st century nutrition and premier lifestyle company.”

A few words on your creative and technological synergy?

“We are not interested in competing with anyone. We just want to develop truly original ideas. We do not look for those ideas within the industry. We scour the world for them. Originality has become the essence of our strategy. Our strategy is also to become more open-minded and look and listen more attentively to the world out there; to appreciate the technology being dispatched in Japan, India, China and Latin America; to visit trade shows, prowl the aisles, then create new products and improve existing ones... at the same time tapping into the best brains in the world. Originality and innovation have become the test of our strategy. We keep pushing boundaries till our next breakthrough.”

What new products are in the pipeline?

“Our core is to develop and design dream fulfillment products. Quality is not all; providing customer experiences is also part of the package. The starting point in developing new products has always been to assimilate a new set of ideas. We are in the R&D process of Trichotin Skin Regeneration, which is a product completely motivated by staff passion. We also have a Trichotin DHT inhibitor that is going through the final stages of development. We have designed the product so that it is radically different. Even though we have incorporated new ideas, we have still ensured that experience is part of the product. It is our duty to have products on the market so that there are always alternatives for the customer. The customer is our priority and we appreciate offering products that help our customers achieve their goals. We sell peace of mind and excellence... As much as we discuss development of new products, a big part of our strategy is also identifying products we won’t offer. We do not want to have generic products on the shelves of stores. What you stand for is as important as what you sell.”

What is so special about Trichotin Hair Regeneration?

“Trichotin Hair Regeneration is a world class product that took two years to hone. From the beginning we wanted to have a product that’s quantifiably different and better. Trichotin is a graceful product that improves the quality of your hair and skin. We like to think of it as a mobile sculpture and it was designed to appeal to the five senses. Everything from our write up, which is richly worded, to the chlorophyll coating that allows the product to be natural, speaks of our dedication to the product. All our products have a story and this is why we have developed resonating packages, rather than anonymous purchases. In design, we strive for architectures of brilliance: In formula, mixes of class.”

Why is Open Source Innovation so important to you?

“Fusion Laboratories is part of an evolutionary process where we are constantly looking to reshape and redefine our products with creative ideas. We have to keep pushing down new paths and explore the world for these ideas. The nutritional industry is ripe for change and renewal and we intend to lead the nutritional revolution by making health ‘ultra cool’ and attractive.”

What are your goals and aims for the company?

“We have always wanted to forge our footprints globally and change the nutritional industry by the positive difference we make. We would definitely like to influence the future, make a dent in the world or at least leave our mark on it. We want to put our products in the best stores in the world. We are here to provide solutions to the problems customers have and give them the results they want from a product.”

How does the ‘people factor’ give Fusion Labs its edge?

“We don’t stifle staff innovation and allow everyone to get on with their job. We gear the work our staff does to be filled with personal growth and discovery. We afford them freedom to work hard and have fun, to create and innovate. We know you cannot get to a technologically innovative place unless it is open to eccentricity, difference and creativity. Humility is not overrated but at the same time we do encourage our staff to be famous for their flashy smiles, vibrant personalities, sense of humour and quirky personalities. We want our staff to be known for being bullet smart and we want them to constantly learn. As part of our talent search we want to attract the best brainpower out there”.

Isn’t there consumer cynicism towards the anti-ageing movement?

“Ageing is inevitable. Our objective is to develop products that reduce the rate of ageing and minimise its signs because there are no products that can reverse ageing. That’s why transparency and honesty is essential. It is the best way to tackle public cynicism. We don’t only want to be leaders in product development but also in ethical and social contributions. You can’t put a value on truth and that is why our eagerness to share information.”

Do you have a corporate responsibility programme?

“Our concepts of quality and value extend beyond our products. We would like to contribute to social responsibility too. Business is more than just making money. It’s about connecting with customers and soaring people to their dreams. So that’s on the cards and will definitely happen.”

Your comments on your rise in business positioning?

“Our sudden emergence as a leader was years in the making. We would like to create a company that’s distinct so that we are well positioned in the future.”

Who would you like to thank for journeying your dream into reality with you?

“We would like to foremost thank Carien from Trilogy who immediately understood and appreciated the need for nutritional products in salons. ‘Susan and co.’ for the remarkable energy they bring to the table. Larry from Bijan who has always supported the project and believed in it. Elma Titus is an absolute pleasure to work with. Special mention to Jacco from HairOptions who is a wonderful conversation partner, as well as Craig, who has fed Rasheed with many ideas that led him to exploring new products. We wish HairOptions best of luck with the HairDX project. We think the technology backing it is phenomenal. Personal acknowledgments to Dr Khatija who has contributed more than she knows. Farhad who has helped guide the project. Elena from Beauty Vienna who took a chance with us, Rosa who always listened to what we had to say. Sonnyboy and Nomsa from NSL for their general enthusiasm. Many thanks to the leaders who have opened their businesses to us. And finally to you, Lizel, for this interview.”

TRICHOTIN

HAIR REGENESIS

INVEST IN

Luxurious Hair



Luxurious hair is a reflection of a healthy and vibrant body. Like the rest of your body, your hair needs quality nutrients to revitalise and maintain it in peak condition. Trichotin Hair Regeneration, with anti-ageing properties, has been specifically formulated to supply the essential nutrients required for healthier hair and skin, while promoting overall well-being.