

Forsythe Cosmetic Group History

Forsythe Cosmetic Group, founded in 1979, is a New York- based company started by Harriet & Buddy Rose.

Forsythe Cosmetic Group developed a nail lacquer formula exclusively for the professional nail technician and quickly attained a reputation for an outstanding product with a beautiful and diversified range of shades.

The company is known for such brands as **Silicone Shield**, and more currently, **Color Club**, **Art Club** and **Funky Fingers**. In addition to these brands, Forsythe is a leader in **Private Label** cosmetics as well.

The company's ability to create new products comes from a talented pool of industry professionals – ranging from in-house chemists, research and development personnel, to the beauty industry's leaders in marketing, branding and art direction. The company manufactures all its products, giving it a distinct advantage over competitors, such as color matching quality control and the ability to quickly respond to customer demands for the latest fashion trends in nail color, nail treatments and lip color.

In the past 5 years, Michael Rose, son of Buddy and Harriet Rose, joined the company and began his journey to grow the company's success. Color Club has become a major contender in the professional nail lacquer/treatment category. The line consists of approximately 156 fashion forward shades, in a professional long wearing Toluene/Formaldehyde/DBP free formula, and is merchandised in award-winning contemporary and permanent displays.

In 2007 a campaign began to redesign the **Color Club Professional Nail Treatment** product line. Thru years of research and development the company has created an entire line of new and unique products, repackaging the entire line and creating newly designed displays. Treatments will be completed and ready to make its official debut by January 2008.

In mid 2006, Forsythe Cosmetics expanded their Art Club brand by adding more products and designing unique and themed nail art kits.

During the past couple of years Color Club and Art Club have become the fastest growing nails brands in the industry.

Mission Statement:

Forsythe will continue to expand its product line so that we may offer exciting new innovative products to the professional industry at an affordable price.