

BEAUTY

What's Taking Off in the World of Beauty

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Makeup • Nails

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Iron Lady

As VP of marketing for Helen of Troy, you might be surprised to learn that Terri Taricco began her career path dismantling bombs.



Helen of Troy VP of marketing Terri Taricco with her two beloved Chihuahuas, Malibu and Coconut

Years before taking on the role as vice president of marketing for mega tool brand Helen of Troy, Terri Taricco was a tomboy living in Southern California. “I didn’t wear a lot of makeup or fix my hair much,” Taricco recalls. It wasn’t until a fateful visit to a “nice” salon that she truly understood the importance of proper styling. “I had a page-boy cut, and after learning to use a blow dryer, I looked like an entirely different person. No one recognized me when I went to school the following Monday,” she remembers. “I had an epiphany of how important your outward appearance can be. You do not have to be handsome or beautiful, but you should look groomed and well-kept. That lesson stuck with me my whole life.”

Flash forward a few years, and Taricco’s

life reveals yet another surprising detail: “I joined the Air Force right out of high school and was trained in Explosive Ordinance Disposal. I went to bomb school in Indian Head, Maryland, right outside of Washington, DC,” she shares. In the years that followed, Taricco added a few more twists and turns on her career path—she studied marketing and business, got married, and moved to New Bedford, Massachusetts. It was there where she renewed her love of beauty by taking classes at a local beauty school and the rest, you might say, is history. “I got my hairdressers and manicurist licenses there. I was hooked. I loved everything about the beauty industry.”

Joining Helen of Troy eight years ago, the parent company to powerhouse tool brand Hot Tools, Taricco’s passion is now a way of life. “I used Hot Tools curling irons when I worked in a salon, and it is so cool that I now work for the brand I loved as a stylist,” she smiles, adding that Hot Tools serves as the “face” of Helen of Troy for the pro-beauty industry and is therefore at the “top of the pile” when it comes to the several brands she oversees. Over the years, Taricco has worked hard to maintain Hot Tools’ success while also pushing the brand further to offer the latest technology at an affordable price and truly understanding the needs of the stylist. “When I attend trade shows, I listen to the stylists talking to each other at our booth or in the aisles. I try to eavesdrop and hear what their concerns and desires are,” she divulges. Though a self-confessed “mile-a-minute talker,” Taricco admits that the best piece of advice she received was from her current boss, Art August. “He told me to *listen* to what a customer wants and try to meet or exceed those expectations.” —*Jillian Gordon*

POINTS OF INTEREST:

TERRI TARICCO

Start Your Engines

“I love motorcycles. I ride a Harley V-Rod on the street, and I take MotoGP track classes. On the track, I ride a BMW or Ducati speed bike.”

Big Guns “I own several guns, and I shoot targets and trap. I competed in a trap meet, and my team got second place.”

All in the Family “I have two daughters—both are in the beauty business. The eldest is working as a beauty rep for The Kirschner Group in San Francisco, and the youngest is a hairdresser and educator in Massachusetts.”