

# Spotlight on Marlo Beauty Supply

In an effort to help our customers understand more about Intrinsic, we thought that highlighting some of the wonderful people we work with would be a great way to give you an insider look. Below, Ingmar Korstanje, President of [Marlo Beauty Supply](#), talks about our long partnership, changes in the beauty industry, and company values in this month's interview. Enjoy!



## **Tell us about the history of Marlo Beauty Supply.**

We have been in business over 35 years. We started with professional stores in the 80s and added direct/online marketing in the late 1990s. In 2007 we sold our store division so we could completely focus on becoming a national distributor selling to professionals across the USA. We are family owned and operated with an amazing team helping us build one customer at a time.

## **What's an average day like working in the wholesale beauty industry?**

The only constant is change. No day is average. Beauty Professionals are some of the hardest working people in business – they have long hours, physical careers, and most are small business owners. We come to work everyday prepared to help our customers succeed in their trade and business.

## **When you're surrounded by so many beauty products, how do you choose which ones to incorporate into your personal routine?**

We're fortunate to work with many manufacturers who have been in the business as long as we have. Zotos/Shiseido, Wella, American International, Fromm, Intrinsic/Barnhardt, and more – we get a LOT of great samples of new items to try!

## **How long have you been partnered with Intrinsic Naturally?**

We have represented Intrinsic for decades. The brand is the leader for spa related products and is the gold standard among skin and nail professionals.

## **What do you think sets Intrinsic apart from competitors?**

Intrinsic, like us, is family owned and operated. They work extremely hard to understand what their products need to do for the customers using them. Their factory is on site with their sales and marketing offices – we've toured the plant – it's amazing what the people at Intrinsic know about cotton, cotton fiber, and the end products they turn them into.

## **Which Intrinsic products do you see heading out the door most often?**

We sell a lot of boxed cotton, cotton rounds, and cotton wipes!



**What's your favorite part of working at Marlo Beauty Supply?**

Supporting our team who in turn supports tens of thousands of beauty professionals – on an average week we will ship to salons, spas, and barbershops in over 40 different states. Knowing we are supporting 1000s of small business owners and their families is very rewarding to us.

**What are the values that Marlo Beauty adheres to?**

We are here to help other succeed in business. Honestly, loyalty and focused on always improving.

**What are some of the new beauty trends that you're absolutely loving?**

Honestly, we are enjoying how beauty professionals are becoming more and more educated on how to run a great business. Learning how to sign smart leases and market their businesses with social media, continuing education, and learning new trends themselves to offer to their clients.

**What are some of areas of the beauty industry experiencing growth right now?**

Waxing services, lash/brow services, and color color color.

**What's your favorite way to pamper yourself?**

Well, for me, that would be a proper shave. For my colleagues, it would likely be a different service!