

Clinically-Oriented Milbar Laboratories Is Serious About Skincare



Milbar Laboratories is headquartered in East Haven, Connecticut.

When it comes to developing a new skincare product, leading dermatologists and cosmetic companies turn to Milbar Laboratories for high quality skincare formulations.

Founded by Milton Sarkin, the privately held Connecticut-based company is a division of Dermatologic Cosmetic Laboratories. "Milbar Labs has 22 years of dermatologic expertise. We formulate products for over 1,300 dermatologists worldwide," said **Gus Bezas**, Senior Vice President of Sales and Marketing, Milbar Labs. The company not only creates formulations, it also manufactures and fills highly efficacious skincare products for entrepreneurial start-up companies to multi-billion dollar corporations. Products created by Milbar Labs are distributed over a wide network of marketing channels: prestige, mass, salon, electronic retail and multi-level or direct-sell vehicles.

"Because of our dermatology heritage, it is possible for us to formulate skincare products with meaningful levels of raw materials with true benefits to the skin," explained Mr. Bezas. The company recently developed an anti aging system that was designed to address symptoms of photoaging. It features high-tech ingredients such as pentavitin moisture magnet, tissue respiration factor, hyaluronic acid and willowherb extract. Milbar's state-of-the-art R&D labs are FDA-registered, and formulas are developed to conform to all domestic and international regulatory requirements.



President and CEO Truitt Bell (r.) and Gus Bezas, Senior Vice President of Sales and Marketing

In the past eighteen months Milbar has conducted clinical studies with dermatologists in the following categories: acne, anti-aging, sensitive skin, skin brightening and intensely hydrating products. Currently, the skincare category, according to Mr. Bezas, is "exploding. Innovation, innovation, innovation, is the key to this industry," stressed Mr. Bezas. Depending on the client's preferences, formulations can incorporate rare, raw materials with consumer-driven benefits, therapeutic essential oils, custom fragrances and textures that feel good.

Milbar also offers full-service brand support, beginning with product development, positioning, packaging direction and sourcing to marketing, advertising and PR support all the way to launch time and beyond.

Despite today's tough economy, President and CEO **Truitt Bell** attributes much of the company's success to "the ability of the R&D department, headed by **Joel Rubin**, Senior Vice President, R&D, to consistently create exciting innovation. It is also driven by the addition of Gus Bezas and his success in introducing a new customer base to Milbar, and the appointment of **Sharon Johnson** as Executive Vice President and her skill in building and managing a rapidly growing infrastructure." *BF*



Milbar's (seated) Steve Rubin and Joel Rubin with (back) Joe Lucia, Jennifer Sobolewski, Sharon Johnson, Michelle Yacovelli and Helen Langello