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Guthy-Renker Makes Equity Investment in Dermaflash Device

After only one year on the market, Dermaflash is gaining distribution as women seek in-home options to med spa services.

By Faye Brookman on April 18, 2017



© New Pink Dermaflash

Dermaflash is about to take its at-home dermaplaning device to a new level. The company announced an equity investment by Guthy-Renker Ventures, the parent of infomercial producer Guthy-Renker. No financial details were disclosed.

In conjunction with the financial backing, Guthy-Renker, which is known for numerous beauty breakthroughs, will launch an infomercial to showcase Dermaflash and related products. Guthy-Renker will create and manage the direct-response distribution channel for Dermaflash, which is already sold in high-end retail outlets and online merchants including [Neiman Marcus](#), [Nordstrom](#), [Sephora](#), [Ulta Beauty](#), [dermstore.com](#) and [Macys](#). Dermaflash has also been offered on [QVC](#).

"We are impressed by Dara's [Dermaflash founder Dara Levy] instincts in building this business and see significant, global growth potential in the years to come," said Bill Guthy, founding principal and co-chairman of Guthy-Renker Ventures.

Guthy-Renker chief executive officer Rick Odum added, "Dermaflash is an excellent addition to our portfolio, launching a new category for Guthy-Renker LLC that complements all of our skin-care brands."

Dermaflash, which debuted last year, was the brainchild of Levy who discovered the dermaplaning exfoliation process as a solution to her troubled skin. She opened her own med spa featuring her signature dermaplaning service she called Dermaflash. In five years she sold more than 6,000 Dermaflash treatments. That sparked the idea to devise an at-home device, especially as more women looked to duplicate spa services in their homes. Research from Kline showed the device market continues to grow at a compounded annual rate exceeding 18 percent through 2020. Another reason home devices are gaining favor is cost. A professional dermaplaning treatment can cost between \$150 to \$300 per visit; Dermaflash retails for \$189.

"Dermaplaning had been around for some time, but there was no in home solution until Dermaflash," Levy said. "I believe Dermaflash is changing the way women take care of their skin." She said the validation for her was when a [QVC](#) Today Special Value offer blew through 30,000 devices in one day.

Dermaflash is a multitasking device, she added, because it exfoliates, but also sweeps away dead cells and built-up debris while also removing peach fuzz. "All women have peach fuzz," she said, sharing that many had been hiding in closets using male partner's razors. Dermaflash's specially created blade is made for women's delicate skin versus men's razors which serve a different purpose.

"There are plenty of exfoliators on the market and plenty of hair removal systems. Dermaflash is the only device, which exfoliates and removes peach fuzz," she said. The hand-held device doesn't compete with anything else on the market meaning incremental sales for merchants. Results are noticeable immediately [96 percent of women polled said they saw immediate improvements in texture and tone] versus the six weeks of most skin-care products, according to Levy, who said that boosts compliance. Additionally, dermaplaning preps skin for skin care and cosmetics application while also boosting cellular renewal. "It has been makeup artists' secret weapon — until Dermaflash," she said. Dermaflash partners with celebrity makeup artists, television personalities and social influencers to build brand awareness. Makeup artist Ashunta Sheriff posted an Instagram sharing a video of her using Dermaflash on Taraji P. Henson.

In addition to retail expansion, Dermaflash rolled out a spa program in conjunction with spas such as the Fairmont Princess, the Ritz Carlton Orlando and Eau Spa.

Bergdorf Goodman Neiman Marcus Nordstrom QVC Sephora Ulta Beauty



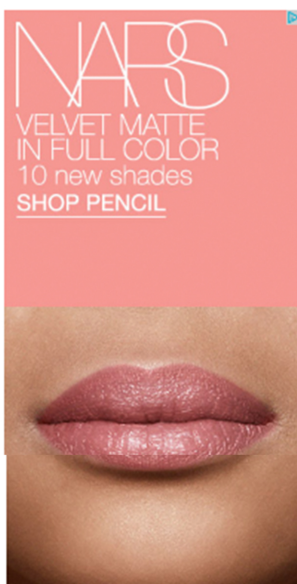
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