

"Innovation for I.C.O.N. is a constant."

JORGE RUBIN CEO OF I.C.O.N.

I.C.O.N. has become a reference in the world of hair care products. We spoke with its CEO, Jorge Rubin.

Did you expect the brand to achieve the prestige it has after 20 years?

It's difficult to predict a brand's success, but I believe the success achieved by I.C.O.N. is a testament to hard work, dedication, education, product quality, and the ability to adapt to changing market trends and consumer demands.

What is the secret of I.C.O.N. products' success?

The secret lies in high-quality ingredients, innovative formulas that transform hair, and a sustainable, environmentally-friendly approach. However, all this would mean nothing without the solid training and continuous education provided at our advanced academy, resulting in loyal clients and successful businesses, both in Spain and worldwide.

What role does the relationship with professionals play for the company?

It is crucial because it goes beyond a simple transaction: it involves trust, understanding, and communication. That's why we believe that training is the most critical factor in recommendations for their success. As a professional, you must have the knowledge to take the necessary time with your clients, understand their needs, and offer personalized recommendations.

Does such a complete and specific range require training hairdressers?

Yes, with the constant evolution and introduction of new products, it is essential for hairdressers to stay up-to-date and know the latest



ingredients, products, and techniques. Proper training allows hairdressers to understand the unique properties and uses of each product and choose the most suitable one for each hair type and each client.

How do you personalize the hair treatment your clients receive?

We launched our company with a concept called "REGIMEDY," a regimen with a remedy for every hair need. The idea is that you shouldn't just wash and condition your hair but also treat it with the right ingredients. Today, we offer personalized solutions for optimal results and recommend the most suitable products and treatments using our experience and knowledge.

Is there room for innovation in the world of hair care?

There is always room for improvement and advancement. The potential for innovation is limitless, whether through unique natural ingredients in hair masks or revolutionary formulas for hair

coloring. Additionally, some areas of hair care, such as hair loss and scalp health, still require innovative solutions. Innovation for I.C.O.N. is a constant.

What are I.C.O.N.'s latest proposals in this area?

Exosomes are our new fascination, along with the benefits they can bring to scalp hair follicles. Studies show the benefits of this treatment for cells, and we are working to incorporate plant-derived exosomes into shampoos, treatments, and serums for hair growth.

How do you envision the future of the company?

We have a strategic plan to drive company growth through market expansion, investment in innovation and technology, and continuous client training. Additionally, we will evaluate market trends and consumer needs to ensure our products and services remain relevant and competitive.