

Cool Skin Care for Guys

This Dallas couple believes the timing couldn't be better for their products that cater to men.



above: Married for 16 years, Curran and Jeff Dandurand complement each other. She's "high-strung and intense," while he's "laid-back," they say.

It's a Guy Thing

The Dandurands hesitate to name a real-life version of the company's fictitious couple. "It's risky to associate your brand with one type of look," says Curran. "You don't want people to think, 'Well, that's not me.'"

Jeff insists, "Jack Black is just any guy." At 6'2" with dark hair, green eyes, and a perennial tan from avid golfing, Jeff could serve as the company icon. Equally tawny from twice-weekly tennis games, Curran, the 5'11" willowy president, is credible as the sporty, gorgeous Jack's Girl. The Dandurands are the parents of an 11-year-old daughter, Taryn, and a 14-year-old son, Dillon.



Simple, Direct, and Versatile

The men's line includes shaving, skin care, sun protection, fragrance, and hair care products. Just as most guys won't ask for directions when lost on the road, they also won't ask how to

use an unfamiliar product. Moreover, men won't fool with the complicated regimen to which women routinely subject themselves. Instead, the male of the species likes to keep his personal grooming easy. ▶

Jack Black. He's handsome but not vain, intelligent but not arrogant. He works hard, plays harder, and finds success wherever he turns. Passionate about sports, he positively reveres the game of golf.

Jack's Girl. She's beautiful, brainy, and every bit as adept at sports as her man, with legs so gorgeous, they should come with a Lloyd's of London insurance policy.

That's just one take on the imaginary namesakes for the men's skin care product line, Jack Black, and his latest sidekick, Jack's Girl. Based in Dallas, husband-and-wife Jeff and Curran Dandurand founded the company in 2000 with New York-based partner Emily Dalton, now executive vice president of marketing and manufacturing. Curran and Emily came up with the idea after long years with Mary Kay cosmetics. Jeff left his executive search position with Suiza Foods to join the team.

Therefore most Jack Black products are simple to use and multifunctional. A Jack Black sunscreen, for example, also works as a natural-ingredient-based insect repellent. The All-Over Wash cleans face, hair, and body. Products labeled Trouble Shooters tackle wrinkles, "but we don't call them antiaging," confesses Curran.

Jack Black recently introduced three new captivating fragrances. The Beard Lube Conditioning Shave remains the top seller. Prices range from a \$6.50 lip balm to \$65 for the large version of the fragrance with most products falling in the \$15 to \$25 range.



Winning the Male Market

"Guys reject most of the things on the market because it reminds them of products for their girlfriends or wives," says Curran. Jack Black custom-formulates its products with men in mind. "Many of our products have ingredients that are extremely hard to find and are extraordinarily effective," Curran says. She cites jojoba and a West African pepper as examples. Aromas made from eucalyptus and mint also go over well with the Jack Black customer.

The company also pays attention to packaging, using traditional male icons such as liquor and cigar labels as its inspiration. Product boxes and tubes come in a bold cobalt blue with accents of black, white, and red. The label is scripted in a typeface called "Texas Hero," a morphing of signatures from several Alamo figures.

Made for a Woman

When the Jack Black team discovered women adored shaving with its conditioning shave cream for men, the company created the Jack's Girl label and the product, Shave Silk, as well as a lotion called Body Gloss.

Females generally consider shaving a chore. Curran thinks that's because "there was nothing on the market for high-quality, luxurious shaving for women. All the shaving products were bubblegum colors with heavy fragrances." Enter the sophisticated, pampering Jack's Girl.

Jack Black's Business

After a lukewarm response from potential investors, the Jack Black team decided to use their own finances to start the company. It was tough going at first, but the business turned profitable in 2003 with sales of \$5 million.

"The target is 20- to 45-year-old guys, but we have them A to Z...."

Jeff Dandurand, executive vice president of sales for Jack Black



far left and below, left: Curran gives department store customers product demonstrations. **left:** The product line for Jack Black includes shaving, skin care, sun protection, fragrances, and hair care products. Most of the prices fall within the \$15 to \$25 range.



The business continues to grow thanks to two groups: aging baby boomers and young men with no inhibitions about using any and all grooming products. "The target is 20- to 45-year-old guys," says Jeff, "but we have them A to Z. It's all across the board."

As Jeff says, Jack Black, the ultimate cool macho man, can be any guy.

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For more information: Call toll-free 1-877-766-3388, or visit www.getjackblack.com.