

# DERMASCOPE

The Encyclopedia of Aesthetics & Spa Therapy

## DERMASCOPE



## 2018 AESTHETICIANS' CHOICE AWARDS

### Cosmetics

Check out the cosmetic products that skin care professionals love.

02 EYEBROW CARE

RapidBrow Eyebrow Enhancing Serum

In 60 Days\*  
Achieve 100% improvement in the appearance of eyebrow density.  
• Fully Active Serum. Deep conditioning and long lasting benefits.

HEXATEN-2 complex

3.1 FL. OZ. (90 mL)

FINALIST

A circular award logo with a blue border. The text inside the circle reads "Aestheticians' Choice" at the top, "2018" in the center, "DERMASCOPE" on a yellow banner across the middle, and "WINNER" at the bottom. There are small stars on either side of the banner.

## The 2018 Products & Education Guide

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## ROCASUBA, Inc/ RapidLash® Brand

Rocasuba, Inc. is a distributor of health and beauty care products, including the award-winning RapidLash® Eyelash and Eyebrow Enhancing Serum. Founded in 2008, the company prides itself on bringing consumers heroic solutions for life's inconveniences, with a range of innovative product offerings. Always ahead of the curve, Rocasuba was the first to bring an eyelash serum to the mass market in 2008 and has remained a leader in this category. RapidLash is also sold in professional market including salons, spas, health and wellness centers, and medical spas.



Robert Trow, owner

RapidLash Eyelash and Eyebrow Enhancing Serum is a clinically-proven, paraben-free serum that helps improve the overall appearance and condition of eyelashes and eyebrows by making them denser-looking, healthier-appearing, and youth-exuding. This innovative formula features Hexatein 1 Complex, a proprietary mix of six highly effective ingredients: polypeptides, biotin, panthenol, amino acids, soybean oil, and pumpkin seed extract. Dermatologist-and ophthalmologist-tested, this unique blend works to enhance the appearance of eyelashes and eyebrows, with results starting in as little as 30 days.

Today, Rocasuba continues to see success with RapidLash, as it remains a go-to product for eyelash and eyebrow enhancement for celebrities, consumers, beauty editors, and makeup artists. The efficacy of their products continues to be raved about by millions of women throughout the country.

### MEET THE TEAM

This company is a modern-day mom-and-pop business based in Mashpee, Massachusetts on beautiful Cape Cod. The leadership team consists of Robert and Carol Trow and Barry and Susan Tatelman. The first two letters of each of their names have formed the company name Rocasuba. The Rocasuba team currently consists of 20 Cape Codbased employees. They also employ about 50 off-site sales representatives and product trainers. Rocasuba, Inc. is a company that believes in products that give back. On a yearly basis, the company donates to various breast cancer organizations.

As a leader in cosmeceuticals and skin care, Robert Trow is committed to helping develop and perfect products that work. Throughout his career, Trow has been recognized by industry practitioners as an authority in the science and business of professional and medical skin care and cosmeceuticals. He has been associated in the skin care field as an educator, author, speaker, and successful entrepreneur. Trow regularly publishes articles for professional publications covering topics from general skin care to anti-aging tips. He also shares his expertise by speaking on current and emerging topics of interest at national and international meetings and to medical spas, aestheticians, and physicians. The Trows also own DermaConcepts, the exclusive United States distributor of Environ Skin Care.

Rocasuba continues to see success with RapidLash, as it remains a go-to product for eyelash and eyebrow enhancement for celebrities, consumers, beauty editors, and makeup artists.

## RapidLash® EYELASH ENHANCING SERUM



### RAPIDLASH

Two years after launching, RapidLash was in 24,000 stores with over 1 million units sold. Today, they have sold over 5 million units of RapidLash and they are still growing! ROCASUBA continues to see success with a growing family of products including RapidBrow® EyeBrow Enhancing Serum, RapidHair® Hair Volumizing Formula, RapidRenew™ Skin Perfecting Polish, RapidEye™ Firming Wrinkle Smoother, and more product launches scheduled for 2018 and 2019!

For more information, please contact ROCASUBA in Mashpee, Massachusetts.  
877-760-6677  
rapidlash.com

## RapidLash®

EYELASH ENHANCING SERUM

### ROCASUBA, Inc

168 Industrial Drive, Building 1  
Mashpee, Massachusetts 02649  
508-539-7077  
rapidlash.com

ROCASUBA, Inc. is a distributor of health and beauty care products in the United States and Canada, including the award-winning RapidLash® Eyelash Enhancing Serum. Founded in 2008, the privately-held company prides itself on bringing heroic solutions for life's inconveniences to consumers. With a range of innovative product offerings including RapidBrow® Eyebrow Enhancing Serum, RapidHair™ Hair Volumizing Formula, RapidRenew™ Skin Perfecting Polish, and RapidEye™ Wrinkle Smoother Cream, ROCASUBA, Inc. continues to provide effective, go-to products for celebrities, consumers, beauty editors, and makeup artists alike.

See Company Profile on page 122.



COMPANY PROFILES

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