

## 5 QUESTIONS WITH...

# Kris Campbell, CEO of TecNiche



Campbell and daughter Alexa enjoy some watery quality time.

At the tender age of four years, TecNiche Savvy Science ([tecniche.com](http://tecniche.com)) is a skincare company with a strong identity, thanks in no small part to its sharp-minded CEO, Kris Campbell. The tireless Campbell, whose professional career began in sales and supply chain management, is passionate about the company's highly specialized line and unique point of view.

"While other lines usually have a segment of product for sensitive skin, TecNiche focuses *only* on this niche," Campbell explains. "With that type of focus, we can really zero in on the various skin conditions that arise with sensitive skin."

And Campbell knows skin, having attended esthetics school years ago solely for the purpose of understanding the industry better. "At one point in my life, I looked at opening an esthetics and spa supply store," she recalls. "But once I graduated from esthetics school and received my license, I was approached by an FDA lab because of my knowledge in sales and manufacturing. They wanted me to work with clients to create their own distinct brands. I've now been in skin care for the past nine years."

Although still a relative "baby" in the skincare industry with a small in-house staff, TecNiche is, Campbell reports, "supplemented with many skincare consultants." Among them is Morag Currin, L.A., C.M.L.T., president of Touch for Cancer and author of *Oncology Esthetics: A Practitioner's Guide*. The company also functions as a turnkey manufacturer.

Campbell oversees every aspect of the operation with a sharp eye. "Knowledge is the most important thing to me in life," she says. "I love to continue to learn, and with this knowledge I grow as a person both professionally and personally."

DAYS SPA seized some of this dynamic leader's precious knowledge-building time to ask a few questions about her company's unique point of view. —Linda Kossoff

### 1 **What was the thinking behind the formation of TecNiche?**

TecNiche started with primarily cancer patients in mind. When someone is undergoing treatments for cancer, their skin is severely compromised; they have issues with certain ingredients, smells, textures, etc. Eventually, TecNiche began to focus on *all* sensitive skin types, caused by allergies, hormones, cosmetic intolerance syndromes, environmental causes, etc. Whether the sensitivity is due to long- or short-term challenges, the conditions—dryness, dehydration, inflammation—are all very similar in nature.

### 2 **How can a product be appropriate for sensitive skin and yet still yield results?**

TecNiche dermatologist-tests all products in its mission to eradicate flare-ups and reactions. The products are paraben-free, sulfate-free, chirally correct and gluten-free, and most have no added fragrance. Even though there are ingredients we avoid in formulation, we do utilize many innovative, gentle cosmeceuticals important in treating sensitive, aging skin.

### 3 **There are so many product lines out there—why should spa owners add TecNiche to their offerings?**

Professionals love the fact that we have no minimums, and that we are a great line

to complement other, more aggressive cosmeceutical or traditional spa lines. They are always going to have the sensitive skin client walk through their door, so why not have a line totally dedicated to their specific issues? Our line even has unique multipurpose products that can come to the rescue when a spa client has a reaction to another type of treatment. The products instantly calm down the skin when such a reaction occurs.

### 4 **What is special about TecNiche employees?**

They seem to really understand the physical conditions and mindset of the sensitive skin client and the esthetician treating that client. They are also very knowledgeable in helping the professional create the proper protocols and get the correct products into their businesses. Whether it be a school looking for rescue products for students to use in a clinic; a day spa owner who wants a line for the sensitive skin client that will fit in with her other lines; or a hospital with an oncology spa that uses only TecNiche; our employees know how to help people get what they need.

### 5 **What do you do when you're not lending your skills to spreading the word about TecNiche?**

I enjoy reading and going to concerts. I also love spending time with my two children—Garrett, 20, and Alexa, 11. ■