

## **CORY COUTS NAMED NEW PRESIDENT & CEO OF KPSS, INC. NORTH AMERICA**

### **FOR IMMEDIATE RELEASE**

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**(Baltimore, MD)** – Anthony Pucciarelli, President & CEO of KPSS GmbH has announced that Cory Coutts has been named new President & CEO of KPSS, Inc. Coutts’ responsibilities include leading and growing the prestigious Goldwell and KMS California professional hair care brands in North America.

Coutts brings over 21 years experience in the professional beauty industry and previously held the position of Vice President, Global Business Development at KMS California both before and after the acquisition of the brand by Kao Corporation. During this time, he was responsible for developing the international business and brand image of KMS California in all markets outside North America and was instrumental in creating initiatives that successfully marketed Goldwell and KMS products to progressive salons and stylists.

Most recently, Coutts was the CEO of co3co, inc., a consultancy firm specializing in the global hair and skin care sectors, providing strategic business growth support. His client roster included KPSS, where he served as advisor to Mr. Pucciarelli.

“Cory Coutts’ market knowledge, salon expertise and KMS experience will be critical to the future success and growth of our North American businesses moving forth. We congratulate him on his new role and look forward to providing all the necessary support to drive positive change in the business during the coming years,” commented Pucciarelli.

“I am honored to re-join the KPSS Inc.’s North American team as President & CEO. This is truly a dynamic company with stellar brands—Goldwell and KMS California—that I have loved since my early days as a salon manager some twenty-plus years ago. I look forward to reinventing our plans for the future and strategically guiding the company in our quest to become even closer to salons and stylists in every facet of our business,” commented Coutts.

KPSS, Inc. is a direct subsidiary of KPSS GmbH based in Darmstadt, Germany, which is a subsidiary of Tokyo-based Kao Corporation. KPSS, Inc. is the manufacturer and marketer of professional hair color, texturizers, shampoos, conditioners, styling and finishing products sold under the Goldwell and KMS California brands. For more information, visit [www.goldwell-northamerica.com](http://www.goldwell-northamerica.com) or [www.kmscalifornia.com](http://www.kmscalifornia.com).

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