

# Udell and Spencer Forrest Put Their Heads Together

By **Anne Moratto** April 30, 2015 | 4:06 pm EDT



DAN SHORTS, MARGARET KRESS AND GERRY UDELL

**The Gerry Udell Group** (<http://www.gerryudell.com/>), the beauty industry sales representation group that specializes in covering the Northeast of the US, recently held a sales meeting in New York City with executives of the **Spencer Forrest Company**. Spencer Forrest is a large manufacturer of hair fibers, producing both Toppik and Xfusion brands. Both brands recently introduced Root Volumizing Sprays which also double as dry shampoos. In addition, Toppik launched a Colored Hair Thickener and a 3-in-1 Hair Renewal shampoo.

"The continued growth of Spencer Forrest in the professional beauty field is remarkable," said Gerry Udell. "Our company helped pioneer the hair fiber business in the professional beauty industry and created a new category for salon sales. Under the leadership of owners Mark and Margaret Kress and Dan Shorts, the VP of Sales, we look forward to another large increase in sales during the second half of 2015."

For more information about The Gerry Udell Group, visit [www.gerryudell.com](http://www.gerryudell.com/) (<http://www.gerryudell.com/>).