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## About us

Joey New York has been formulating beauty products for over 25 years.  
We are known for Instant Visible Results and 1 minute treatments.



### Founder and Marketing Director

Joey Chancis, the company's founder and marketing director had decided to take the company public in 2013 for the purpose of acquiring small and innovative up and coming beauty brands, essentially being an incubator for them. She realized from her own experience how challenging the beauty industry could be when you don't have the proper capital and infrastructure to compete with the major beauty brands.

She felt that having access to the capital markets would give the Joey New York brand as well as all the brands in the JOEY portfolio the opportunity to take their companies to a greater level.

The goal is to build, run and grow GREAT companies. Our portfolio focuses on beauty, wellness and lifestyle businesses. The purpose is to identify the potential of either an existing business or an idea that is revolutionary in concept. We look at the team and the talent, existing business model and productivity or potential productivity.

Our job is to take a small company or even an idea to the next level by placing quality management and experts in their field into the infrastructure and built their growth through strategic sales and marketing in a fast and efficient manner.

We want to deliver the best product and the best services to everyone who is interested in beauty, wellness and life improvement.

### President

Richard Roer joined Joey New York in December 1997 to manage the launch of the company's retail distribution strategy. He has extensive domestic and international experience in the fashion industry working for Leslie Fay as well as owning a prestigious fashion company. Mr. Roer also specialized in licensing popular international brands such as Fila and Roberto Cavalli, and was the first importer to bring these prestigious companies to the U.S.

He also served as President of a fashion company that sold licensed apparel under the following trademarks: Anne Klein, Bill Blass, Bob Mackie, and Oleg Cassini. Building on these successful experiences, Mr. Roer is involved in numerous facets of the business, including the sales, marketing, finance and administrative functions.

