

# #BehindtheSelfie with... Tony de Barros

By [Leigh Andrews](#)

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This week, we find out what's really going on behind the selfie with Tony de Barros, sales and marketing director for Lamelle Research Laboratories, which started in his garage and is now one of the leading skincare companies in SA.



De Barros: Weekday marketer, weekend sun worshipper.

## 1. Where do you live, work and play?

**De Barros:** Live in Fourways. Work in Bryanston. Play all the time!

## 2. What's your claim to fame?

**De Barros:** Developing the Lamelle Research Laboratories brand, which this year celebrates its 10th birthday. But most importantly, my two awesome kids.

## 3. Describe your career so far.

**De Barros:** After working in the pharma industry for 10 years, I decided it was time to open my own business. Lamelle was born in my garage and 10 years later we are a leader in the skincare market. I have been most fortunate to travel the world in my 20 years.

## 4. Tell us a few of your favourite things.

**De Barros:** My children, my marriage to my beautiful wife, my huskies, and my cats. I love travelling, and enjoy a few rounds of golf, a morning on the bike and watching a few matches of cricket.

## 5. What do you love about your industry?

**De Barros:** All the gorgeous ladies I get to work with – I'm a man!

## **6. What are a few pain points your industry can improve on?**

**De Barros:** We could do with more men in the industry – it is incredibly female-driven. But it takes a real man to compete and sell in this market! Nevermind pink, real men sell skincare products.

## **7. Describe your average workday, if such a thing exists.**

**De Barros:** Check the daily sales, communicate with everyone in the company, make sure every customer is paying us, and possibly the most important activity is to make sure we are all still having fun.

## **8. What are the tools of your trade?**

**De Barros:** My iPhone – everything is done through it.

## **9. Who is getting it right in your industry?**

**De Barros:** Hopefully Lamelle and our customers.

## **10. What are you working on right now?**

**De Barros:** These questions and an export contract; plus we have just launched two new products we are very proud of: Helase 50 and Dermaheal Ultra Renewal.

## **11. Tell us some of the buzzwords floating around in your industry at the moment, and some of the catchphrases you utter yourself.**

**De Barros:** Give answers that matter, create confidence, and finally solve problematic skin concerns.

## **12. Where and when do you have your best ideas?**

**De Barros:** In the mornings – in the shower.

## **13. What's your secret talent/party trick?**

**De Barros:** Definitely not singing, but I love dancing (although I don't think I am an expert).

## **14. Are you a technophobe or a technophile?**

**De Barros:** A bit of both, but I try and keep up with the ever-changing technology landscape.

## **15. What would we find if we scrolled through your phone?**

**De Barros:** Pictures, pictures, and more pictures – of my family, dogs and lots of prank pictures from my mates.

## **16. What advice would you give to newbies hoping to crack into the industry?**

**De Barros:** Have a clear plan and don't deviate from it.

Simple as that. Find out what De Barros does on [www.lamelle.co.za](http://www.lamelle.co.za) and follow Lamelle on [Twitter](#) and [Facebook](#) for more.

\*Interviewed by [Leigh Andrews](#).

## ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh\_Andrews.

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