



Jack and Helen Nethercutt
Chairman of the Board/President and Vice Chairman of the Board

The great-nephew of Merle Norman, Jack Nethercutt was born in Santa Monica, CA in 1936. The son of J.B. and Dorothy Nethercutt, Jack recalls as a child sweeping floors and stirring sulphur baths for his great-aunt's growing company. He inherited his father's love of cars and after his graduation from the University of Southern California, had a successful racing career throughout the 1950's and into the 1960's.

In 1958, Jack moved onto another passion he shared with his father and joined the family business as the Vice President of Marketing of Merle Norman Cosmetics. In 1973, Jack was named President of Merle Norman Cosmetics as his father, J.B., moved to the position of Chairman of the Board and CEO. After a number of years as President, during which time Merle Norman Cosmetics celebrated its first million dollar week, and soon after, its first million dollar day, Jack left the company to explore other interests and opportunities including ownership of Las Vegas restaurants and nightclubs for 15 years.

In 1987, Jack married Helen Richards. Helen was born in Kankakee, Illinois and moved to Las Vegas in 1978, where she met Jack, and soon joined forces with him to work in the restaurant business. With previous experience working with General Foods as well as with her father's gas delivery business, Helen proved to be a valuable asset in strategically growing and developing their own business ventures.

In March 2002, Jack returned to his position as President of Merle Norman Cosmetics. In 2004, following the death of his parents, Jack was named Chairman of the Board and Helen Nethercutt was named a member of the Board of Directors. Jack is responsible for the launch of many successful color and skin care products such as Color Max and Wrinkle Smoother, which have become top sellers for the company. He also serves on the Executive Committee and Board of the Personal Care Products Council which influences legislation impacting the cosmetics industry. Helen was named Vice Chairman of the Board in 2006. In this role, Helen has played an integral role in reorganizing and restructuring many departments in the company, including leading an overhaul of the returns department, which saved the brand millions of dollars in lost inventory. Helen was also instrumental in the 80th Anniversary re-design of the Merle Norman Cosmetics brand image and the Merle Norman Cosmetics 80th Anniversary Convention.

Jack and Helen continue to pursue both of Jack's life passions and the Nethercutt family traditions: the family business and cars. They serve as Chairman and Vice Chairman of the Board of Directors of Merle Norman Cosmetics as well as the Chairman of the Board and Director for The Nethercutt Collection. The Nethercutt Collection is a family-owned museum featuring over 250 rare collectible cars begun by J.B. and Dorothy Nethercutt, where they continue to restore museum-quality cars and enter and win at virtually every concourse in which their stunning cars appear. They are current record-holders for the "First in Class" award at the prestigious Pebble Beach Concours D'Elegance with seven consecutive wins.

Jack and Helen are very active in local Los Angeles non profit groups and charities, supporting Jack's Alma Mater, USC, as Galen Founders, Scholarship Donors and Conquest Supporters of the University band. They are also heavily involved with the Exceptional Children's Foundation, as "Secret Angels" for the program, which serves children and adults with special needs. In honor of Jack's parents, J.B. and Dorothy, they have funded a Coronary Care Unit for St. John's Hospital in Santa Monica.