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UP & COMING SKIN CARE COMPANIES
FIND SUCCESS

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WHAT'S NEW IN PRODUCT PERFUMERY

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New and Improved?

EMERGING SKIN CARE BRANDS MANAGE TO FIND THEIR WAY
IN AN INCREASINGLY COMPETITIVE MARKETPLACE.

Melissa Meisel • Associate Editor

WHAT IS IT about skin care that makes it so dynamic? Is it the constant development of novel ingredients? The launch of a next-generation delivery systems? An expansion of form, function or usage? Portability? Packaging?

In October 2014, The Benchmarking Company surveyed more than 1,000 women about their recent skin care purchases. Of those who indicated they tried a new facial skin care product that they were initially hesitant about purchasing, 20% said it was a serum; 15% said it was a cleanser, mask or peel, or combination (BB, CC) product. Furthermore, BB creams were cited as the No. 1 specific type of product that “changed my life” in 2014, according to respondents.

Creating that life-changing skin care products is an inside job, according to Molly Sloat, trend director at Ulta Beauty, Chicago, an emerging skin care brand starts with the incorporation of innovative components—much like what is seen in the advertising pages of Happi!

“At Ulta Beauty, we have to identify trends early to get ahead of the demand and offer the right product assortment that best serves our guests’ appetites for the latest innovation,” she told Happi in an interview. “The increased uses of natural ingredients like nuts and oil started a trend for more natural products that we have seen continue as consumers become more and more health conscious.”

Here’s a look at some rising contenders in the beauty segment for 2015:

First Aid Beauty

Newton, MA

Founded: 2009

Names to Know: Lilli Gordon, CEO and founder

Major Products: Ultra Repair Cream, Facial Radiance Pads, Facial Radiance Overnight Mask, Face Cleanser, 5 in 1 Face Cream with SPF 30, Skin Rescue Purifying Mask with Red Clay, and Eye Duty Triple Remedy.

Hero Product: Ultra Repair Cream, a best-selling product, is the ultimate skin healer that can be used by everyone of all ages and all skin types. It can be used to treat dry, itchy scaly skin anywhere on the body, whatever the cause, even eczema. Ultra Repair Cream has a beautiful whipped texture that is instantly absorbed with no greasy after feel, said founder Gordon. The star ingredient in this

cream is colloidal oatmeal—the only OTC ingredient for treating the symptoms of eczema. The product also contains nourishing shea butter, soothing allantoin and is petrolatum free. In a clinical study, the results were powerful; hydration increased 169% immediately following application. Ultra Repair Cream delivers instant moisture, immediate relief and long-term hydration for baby soft skin.

Stocked at: Sephora, online at www.sephora.com and www.firstaidbeauty.com

Newest Launch: In January 2015, First Aid Beauty (FAB) has two—Ultra Repair Hydra Firm Sleeping Cream and a Milk Oil Conditioning Cleanser.

Brand Story: According to founder Gordon, “In 2009, I set out to create a brand that was affordable, uncomplicated and effective that would stand the test of time. First Aid Beauty (aka FAB) is on a rescue mission: obsessed with bringing you products that will help your skin look its absolute best. At FAB, we believe that beautiful skin starts with healthy skin. We offer real solutions to real problems, as well as every day essentials that form the cornerstone of your skin care regimen.”

FAB elevates traditional, iconic drugstore products by putting the beauty into first aid. Gordon said, “We’ve taken tried and true drugstore skin remedies to their next level. The line addresses a range of skin care conditions with scientifically advanced formulations that provide immediate relief and long-term results. For anyone who suffers from chronic skin challenges or is looking for everyday essentials at affordable prices that are easy to use, feel good and do what they say, First Aid Beauty is the solution.”

Why We’re Watching: Gordon founded FAB after growing increasingly tired of products that were “ineffective, medicinal-feeling and made with outdated, irritating ingredients.” She works closely with a board-certified dermatologist to ensure that all FAB products achieve maximum results with minimum irritancy. In addition, all FAB products are allergy tested and safe for even the most sensitive skin.



smooth, deeply hydrate and reduce the appearance of pores, fine lines, wrinkles and other imperfections. The serum has a silk-light feeling and also contains color correctors to neutralize tones and enhance luminosity.

Le Mieux Cosmetics

Founded: 2004

Names To Know: Janel Luu, founder and CEO

Major Products: TGF- β Booster, Vita-C Serum, Bio Cell Rejuvenating Cream, EGF-DNA, Eye Wrinkle Corrector

Hero Product: TGF- β Booster contains four potent collagen-boosting peptides that include acetyl octapeptide-3 and palmitoyl oligopeptide, moisture-multiplying glycoproteins, powerful antioxidants, vitamins, and algae extract in a silky serum that promotes skin firmness and elasticity, corrects fine lines and wrinkles, and restores a healthy glow. The concentrated formula also boosts results when used with other skin care products. Features superoxide dismutase for extreme antioxidant benefits.

Stocked At: Nigel Beauty Emporium; Rituals Aesthetic Skin Care; BellaLora Spa Beverly Hills; Alcone; LeMieuxCosmetics.com; myskincarebox.com

Newest Launch: Collagen Peptide Serum, a potent, creamy blend of four skin-contouring peptides, water-loving hyaluronic

acid, nourishing ceramides and marine algae extract that dramatically lifts and tightens sagging facial contours. Double-encapsulated, timed-release technology provides targeted absorption to promote collagen and elastin synthesis, correct expression lines and wrinkles, and restore skin resiliency. Features teprenone, a plant derivative that protects the tips of chromosomes, extending the lifespan of skin cells and facilitating cellular repair.

Brand Story: Le Mieux, translated as “the best” in French, was created by product innovator Janel Luu and an elite team of scientists, physicians and cosmetic chemists committed to creating pivotal breakthroughs in skin care technology to formulate the best anti-aging solutions in the personal care market.

The Baldwin Park, CA-based company has garnered the reputation of “The Serum Authority” for its diverse selection of serums with scientifically advanced delivery systems, timed-release technology, and concentrated ingredients from premium sources, all custom-engineered to effectively treat myriad skin care concerns.

According to company CEO Luu, “we should never be satisfied with yesterday’s technology. A formulator needs to expect more every time a product is born—every drop should make a difference.”

Why We’re Watching: Unlike traditional water-based skin care products, the base of Le Mieux skin care products features the

Master Molecule—hyaluronic acid—in order to most effectively reach targeted areas. Moreover, Le Mieux is the first company to utilize a unique technology to deliver hyaluronic acid so its intensive moisturizing properties benefit not only the surface of the skin, but also the intercellular matrix for immediate and long-lasting results.

Le Mieux Trinity serums employ Le Mieux Hydra Bio Technology in a patented complex of ingredients that are double-encapsulated and micro-sized in a liposomal hydrophilic and lipophilic carrier to ensure timely release and optimum delivery to targeted areas for phenomenal anti-aging solutions.

What’s Next: In 2015, Le Mieux expands the launch of PurErb, an herbology-based aromatherapy and skin care brand created by an ingenious team of botanists, aromatherapists and herbal healers. PurErb skin care products feature a harmonious fusion of over 100 therapeutic herbs and exotic plant extracts gathered from around the world. Each PurErb proprietary formula contains carefully selected, 100% pure botanical extracts and aromatic vegetal oils with no gluten, parabens, sulfates, glycols or artificial fragrance.

Replere

Founded: 2010

Names To Know: Dr. Debbie Palmer, founder

Major Products: Day Lotion, Eye Serum, Face Wash, Face Tonic, Beauty Shooters

Hero Product: Night Crème, a powerful antioxidant night crème that hydrates and repairs skin damage as you sleep. The formula deeply moisturizes and repairs free radical damage while visibly reducing the appearance of fine lines and wrinkles. Redness is minimized and skin will reveal a more even tone and texture.

Stocked At: www.qvc.com, www.replere.com and also Dr. Palmer’s dermatology office (Dermatology Associates of New York, Harrison, NY)

Newest Launch: Beauty Shooters, a revitalizing drink that brings powerful results to the skin with just one serving a day. Each Beauty Shooter contains the recommended daily dose of antioxidants. The idea is to feed the body and skin from the inside to protect against free radicals.

Brand Story: Dermatologist Debbie Palmer is a leader in the fields of topical and oral antioxidants and their ability to protect and repair damage caused by free radical production. After the request of many patients, Palmer decided to use her expertise in antioxidants to create her own line of products. She is widely respected for her expertise as one of the country’s leading experts in the field of antioxidants and how they can improve the health and appearance of the skin.

As an advocate of the standardization of antioxidants in skincare through a measurement system called Oxygen Radical Absorbance Capacity (ORAC), Palmer is the first to use this method of antioxidant standardization in her line of Replere skin care products. Palmer is also one of only several hundred dermatologists in the country also trained in osteopathic medicine. This holistic philosophy and approach relates each part of the body to





the entire system, which she uses in her private practice, Dermatology Associates of New York, as well.

Why We're Watching:

Replere is touted as the skin care line that everyone can use: people with normal skin, people with dry skin, people with combination skin, people with acne-prone skin, people with aging skin, people with sensitive skin— young and old, all ethnic

types. The Greenwich, CT-based company was created because Palmer's patients were asking for an effective physician-strength skin care alternative to treat their signs of aging in a natural way, at home.

According to Palmer, Replere is the first antioxidant skin care line that targets the five free radicals that damage and age the skin: peroxy, hydroxyl, peroxy, superoxide anion and singlet oxygen. It is the first complete antioxidant solution. The products also tap into the power of coffee—namely *Coffea arabica* fruit (the berry of the coffee plant)—to help nourish skin and make it more youthful and more radiant.

Said Palmer, "*Coffea arabica* (and coffee in general) is one of the most potent antioxidants. In fact, most people don't know that coffee is the single most commonly consumed antioxidant and the number one source of antioxidants in the United States! To this day, the coffee fruit is hand picked on coffee farms (as it has been done for over 1,000 years) and it is known by the farmers that the fruit is rejuvenating—and those who pick it have younger looking hands."

Besides containing *coffea arabica*, Replere formulations also feature pine bark, goji and açai berries, grapeseed, pomegranate, green tea and vitamins A, C and E. In fact, the formulas contain over 70% antioxidants, said Dr. Palmer.

Replere products are packaged in airless containers to prevent bacterial and fungal contamination and loss of potency too.

What's Next: Dr. Palmer is looking to expand the line and is currently working on developing a facial serum product.

Bodyography Skin

Founded: 2013

Names To Know: Lori Leib, creative director and R&D; David Leib, president

Major Products: Daily Cleanser. This product lightly foams with water and is infused with peppermint extract for a fresh, calm and cooling sensation, while vitamins A, C and E, and seaweed extract help to lock in moisture and protect against environmental stress and pollutants. Willowbark and alchemilla vulgaris help to control excess oil and have antimicrobial properties to soothe

and cleanse the skin. Sugar cane offers a dose of glycolic acid using alpha hydroxy acids to battle the signs of aging while gently exfoliating your skin.

Hero Product: Hydrating Mask. Formulated with age-defying antioxidant fruit and plant extracts, this active mask drenches and hydrates skin, while improving the texture, and in turn reducing dryness and fine lines. Antioxidants like watermelon, green tea and apple fruit extract give skin a healthy boost and beautiful natural glow.

Stocked At: Sold at select salons, spas and beauty supply stores and available at www.bodyography.com

Newest Launch: Overnight Serum, an intense anti-aging treatment serum that delivers a concentrated form of collagen amplifiers that work overnight to smooth fine lines and wrinkles. This serum contains a high percentage of bamboo and pea extract as well as glucosamine HCl that fight off free radicals, preventing new wrinkles from forming and promote skin renewal. When used nightly, Overnight Serum will diminish the visual signs of aging and give your skin the necessary elements to look revitalized when you wake, said the company.

Brand Story: BodyographySkin is an extension of complete professional makeup line Bodyography Professional Cosmetics—founded in the early 1990s in San Diego, CA. It is owned and operated by Robanda International, a manufacturer of 11 professional beauty industry brands from nail files to hair color and everything in between. Lori Leib, creative director of BodyographySkin and Bodyography Professional Cosmetics, is the daughter of Robanda's president David Leib and is third generation in the beauty industry.

Bodyography Skin is designed for all skin types and promises to deliver anti-aging results and top of the line formulations that will visibly improve elasticity and the overall look of skin. Utilizing the power of plant derived ingredients in conjunction with scientifically proven anti-aging and antioxidant ingredients, BodyographySkin will reveal resurfaced and rejuvenated skin, according to Leib.

Why We're Watching: BodyographySkin was formulated for all skin types, men and women. Said Leib, "We created a simple approach to skin care, offering nine easy to use and easy to understand products that tackle the main issues that trouble aging skin. BodyographySkin uses clean ingredients derived from both natural sources and scientifically proven actives to rehydrate, firm and brighten dull aging skin."

Products are cruelty free, vegan, gluten free and paraben free; also, the brand is ideal for sensitive skin.

"Being linked to a makeup line is the 'foundation' of our products. We want our customers to feel good with and without makeup on, and in order to get the most out of your makeup products you need to start at the base—your skin," said Leib.

What's Next: According to Leib, "We have two new products launching in the range: a coconut milk radiance lifting serum and a spray facial sunscreen in SPF 30." •