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L'ORÉAL USA HIT WITH MATRIX KERATIN LAWSUIT

US beauty giant accused of misleading consumers with mentions of keratin benefits in marketing materials for its Matrix Keratindose hair products

L'Oréal and its brand Matrix Essentials are facing a class action lawsuit over three of its Keratindose hair care products.

Consumers Brandi Price and Christine Chadwick filed the case against L'Oréal USA after raising concerns about its Matrix Biolage Keratindose Pro-Keratin + Silk Shampoo, Conditioner and Renewal Spray.

The plaintiffs allege that L'Oréal USA is guilty of false advertising as its Keratindose products do not contain keratin and therefore are not considered able to provide the benefits associated with keratin-containing products, such as nourishing and repairing hair strands.

In the complaint filed in the United States District Court for the Southern District of New York, the plaintiffs claim that L'Oréal is misleading the consumer via product labels, advertising and marketing.

Through these platforms, the products claim to prevent damage and restore overprocessed hair, as well as be formulated with pro-keratin and silk, while the name of the range could be viewed as an implication of a keratin formula.

The lawsuit accuses L'Oréal's 'misbranding' as intentional, leaving the products 'worthless'. It alleges: "[The] defendants' conduct is all the more egregious, as they have chosen to label the Keratindose products with brand and product names which blatantly suggest the inclusion of an ingredient – keratin – which is not found in the products at all."

L'Oréal faces ten counts including breach of contract, fraud, unjust enrichment and violation of the California False Advertising Law.

L'Oréal did not respond to *Cosmetics Business*' enquiries by the time this article was published.



BAREMINERALS has partnered with 28-year-old US YouTube personality Ingrid Nilsen to support the launch of a new limited edition collection. Nilsen revealed that she is gay in 2015 in a candid video on her channel. Since then she has gone on to become a Change Ambassador to the UN, working towards encouraging gender equality.

The Be Your Best Self collection comprises four skus designed to help consumers achieve flawless foundation coverage with luminosity. The collection includes: Original Foundation Broad Spectrum SPF 15, Limited Edition Invisible Glow Highlighter in Resilience, Limited Edition Beautiful Finish Brush and a silver make-up bag with the slogan 'Be Your Best Self'.

The kit costs \$50 and is available from bareMinerals' boutiques, as well as the brand's website and sephora.com.

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PEINI BRINGS GIFTS FROM GHANA TO UK

The Founders behind new skin care brand Peini have spoken out about their ambition to bring Ghana's gifts of nature to UK consumers and the rest of the world.

Kwaku Kyei, 32, and his wife Sarah Nicolas-Kyei, 29, launched the Peini brand last year, motivated by the desire to spread Ghanaian natural remedies and their skin benefits to people outside of the region. Peini means 'gift' in Dagbani, a language derived from the Dagomba tribe in Northern Ghana.

Kyei told *Cosmetics Business*: "Growing up in Ghana I was raised with the many medicinal plants whose extracts have been healing the rural population for generations. From my 12 years spent living in the UK I have come to value the benefits of these natural remedies and have noticed the lack of knowledge and appreciation for them."

The range (£7.50-£13.95) contains a body conditioner, shower gel and hand cream – all free from parabens and SLS.

The products' formulas are based on a "tropical vitamin skin supplement",

which includes vitamins A, E, F and K, as well as raw materials indigenous to the region, such as cocoa, shea butter, palm oil, coconut oil, groundnut oil and almond seed oil. All raw materials are sourced from Northern Ghana. The brand works closely with the Pelungu Community Co-op, which comprises of women farmers, including widows and orphans. The farmers use natural, organic and biodegradable ingredients during production, and are able to earn more money per tonne of raw material bought being largely responsible for production.

Kyei continued: "The essential oils and fats industry supports and employs thousands, especially women, so our mission is to provide a mechanism to proactively sustain this market for our rural women."



A.S. WATSON TO INVEST \$70M ON 'BIG DATA' OVER THREE YEARS

A.S. Watson Group, the company behind retailers including Superdrug, Watsons and The Perfume Shop, has announced plans to invest US\$70m on 'big data' over the next three years.

The investment will be made with Toronto-based Rubikloud, a company that specialises in software platforms for retailers.

Rubikloud's Rubicore data platform aims to help A.S. Watson Group's retailers make informed decisions to grow loyalty revenue and forecast product promotions accurately.

A.S. Watson hopes to enhance its customer's experiences as well as its own business efficiencies using Rubicore's machine learning applications Promotion Manager and Lifecycle Manager.

The conglomerate's network of 13,300 retail stores across 25 Asian and European markets are set to benefit from the new software.

Malina Ngai, Chief Operating Officer of A.S. Watson Group, said: "We are investing in big data amid global economic uncertainties because we believe that technology is a critical enabler for successful retailing in today's world.

A.S. Watson revealed that Lifecycle Manager helped it to grow sales from direct-to-consumer CRM campaigns by more than 8% with one of its European operations.

Sally Beauty confirms job cuts after disappointing Q1 2017

Sally Beauty has confirmed that jobs will be cut as part of its restructuring plan to pull the business back on track.

Restructuring plans were announced on 2 February as the company released its fiscal Q1 2017 results, which its President and CEO Chris Brickman called "disappointing". The Q1 figures included below expectations sales growth and gross margins. Gross margin was 49.2%, down 30 basis points on the prior year.

Brickman said: "In our core Sally business, our financial performance was negatively impacted by the challenging retail environment and promotional activity that failed to drive sufficient traffic to the stores.

"In response, we are announcing a comprehensive restructuring plan and other aggressive cost reduction initiatives that we expect will meaningfully lower our cost structure without compromising our ability to serve the customer and execute on our strategic priorities."

The company expects to incur charges of approximately \$12-\$14m from the restructuring, including estimated severance and related costs of approximately \$7m.

LA PRAIRIE INKS FIRST ART PARTNERSHIP

La Prairie has partnered with Art Basel, an international art fair held annually in different locations around the world.

The Swiss luxury skin care brand will team up with Art Basel for the event held in Basel, Switzerland, from 15-18 June.

At the fair, La Prairie will offer VIPs the chance to try out its products with customised treatments in the Art Basel Collectors Lounge.

La Prairie felt driven to strike up the art fair partnership as it believes its “innovative spirit” is mirrored in the world of contemporary art.

Patrick Rasquinet, President and CEO of La Prairie Group, said: “We are very excited about the partnership between La Prairie and Art Basel, which we feel perfectly represents our quest for timeless beauty and our passion for audacity.”



“From the painstaking research behind our scientific breakthroughs to the opulent formulations that envelop the senses, from the jewel-like packaging to the high-touch service, art is not just what La Prairie is, it is what we do.”

As well as partnering with Art Basel, La Prairie will also collaborate on a scientific and artistic innovation with a group of modern artists, the company revealed. More details of that partnership will be announced in due course, but it is being organised to celebrate La Prairie’s 30th anniversary of its hero Skin Caviar product.

In 2015, the brand added two new products to its iconic skin caviar range including a Concealer Foundation and limited edition Caviar Spectaculaire featuring 75ml of skin caviar luxe inside a Baccarat crystal caviar server.

FRENCH ADVERTISERS TOLD TO REVEAL IF IMAGES RETOUCHEE

French advertising regulator ARPP has issued a reminder to advertisers that as of 1 January this year, photographic retouching of images must be clearly mentioned in advertising materials if there has been digital manipulation of a model’s weight.

The ruling is under the code of work L.7123-2 and states that if an image has been digitally altered to make the model either thinner or fatter, the words ‘photographie retouchée’ must be added. The law applies to posters, online communications, newspapers, publicity materials sent to retailers and printed publicity materials designed to be seen by the public.

The penalty for non-compliance is a fine of €37,500, which can be increased to a maximum of 30% of the amount spent on the advertisement.

The ruling has been in the works since January 2016, when the French Parliament adopted a new health code. The ARPP was fully consulted and gave its opinion in November 2016, when the Government drafted a decree outlining the law.

In a note to the European Commission on 3 November last year, the Government said: “The exposure of young people to these normative and unrealistic images of the body leads to a feeling of... low self-esteem that has an impact on health behaviours.”

“The resultant pressure in favour of thinness is among the factors involved in the emergence and development of eating disorders.”

The ARPP has pointed out that regardless of whether or not the decree is ever published, the ruling still applies and advertisers should therefore consider this in their marketing.

ESPA, the professional spa products and treatments brand based in the UK, has given its brand a refresh as it reaches its 25th anniversary.

The brand has been updated with refreshed and modernised packaging, which Founder Sue Harmsworth MBE, said is designed to “broaden its appeal making it cleaner, easier to navigate, select and buy”. Talking about the brand’s evolution over the past quarter century, Harmsworth told *Cosmetics Business*: “While reflecting on the last 25 years, it was clear that our original brand philosophy was even more relevant today.”

“My original goal was to create a brand that considered the impact of health and wellness on beauty combined with a holistic approach to deliver natural beauty and inner calm. We’ve refocused on our original philosophy and taken cues from the simplicity and purity of the brand when it first started.”

ESPA has a network of spa partners in more than 60 countries around the world.

It works with biochemists, skin experts and aromatherapists to create products and treatments designed to benefit skin and mind.

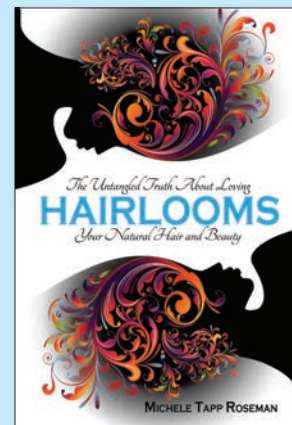
Harmsworth added: “At ESPA we are guided by a holistic philosophy, caring for your whole wellbeing.”



NEWS IN BRIEF

COTY has completed its acquisition of a majority share in Younique, just weeks after it announced the deal had been struck. The acquisition is expected to be immediately accretive to Coty’s top-line growth, EBITDA margin and full-year 2017 earnings, adding more value than the \$600m cost. As part of Coty’s Consumer Beauty division, Younique will continue to be led by CEO Derek Maxfield and Chief Visionary Officer Melanie Huscroft.

SOLÉSENCE, a US skin care manufacturer that specialises in environmental protection technology, has partnered with prestige beauty brand Colorescience to develop products for skin care and protection. Solésence will use patented mineral skin care actives to develop sunscreen products exclusively for Colorescience. It marks the first use of Solésence’s technology in the beauty industry.



DENMAN, the UK hairbrush brand, has been announced as the sponsor of *Hairlooms: The Untangled Truth About Loving Your Natural Hair and Beauty*, which made its debut on amazon.com on 7 February. The book, written by Michele Tapp Roseman from Maryland, US, provides a first-hand view of the author’s connection to her hair, and includes the ‘hair stories’ of 32 people. Roseman said: “The material is not just something I wrote but something I still use to empower me today.”

BUSINESS

NEWS IN BRIEF

MARCHESINI GROUP, the packaging solutions company headquartered in Italy, has announced a leap in turnover in 2016 from €270m to €292m. Of this, 78% is generated by overseas exports. Marchesini revealed that domestic orders have also almost doubled compared with 2015. The company's Chairman Maurizio Marchesini explained that the company aims to expand its activities in the cosmetics industry through the takeover of Dumek, a company from Bologna, which it acquired in January.

THE ENVIRONMENTAL WORKING GROUP released

a statement on 30 January voicing its concern over rumours that President Trump could pull out of the Paris climate change agreement imminently. Ken Cook, President of EWG, said: "Even Vladimir Putin, once an ardent climate change denier, now says it's 'one of the gravest challenges humanity is facing.'

When Putin and Russia outflanks the US on human health and the environment, we're in big trouble." He added: "The only silver lining in Trump's disastrous agenda is the growing movement of resistance at home and around the globe against his administration."



THE GENTS PLACE, a US lifestyle club for men that provides men's grooming services such as razor shaves as well as shoe shines, and hand and foot 'repairs', has signed a franchise development agreement to expand its concept to Austin, Texas, in the US. The brand's first location will open in autumn, headed up by franchisee Paul Terracina. Terracina, 26, previously worked at Massage Heights' corporate office in San Antonio.

WPP TO HANDLE WALGREENS ACCOUNTS

After a lengthy review process lasting almost a year, WPP has been appointed to handle all marketing and communications for cosmetics and personal care conglomerate Walgreens Boots Alliance.

The communications services group and a team of its agencies will look after Walgreens Boots Alliance's retail and wholesale businesses, as well as its health and beauty product brands.

The decision was made after a "thorough review process", which began in early 2016.

Offices will be set up in Chicago, London and New York housing 'Team WBA' to support the company's Walgreens, Boots and Alliance Healthcare businesses.

Walgreens Boots Alliance is the parent company of the Boots pharmacy chain in the UK and Walgreens in the US. It is also the owner of brands including Liz Earl, Soap & Glory and No7.

Stefano Pessina, Executive Vice Chairman and

CEO, Walgreens Boots Alliance, said: "We have grown rapidly, so too have our marketing and communications needs, and this multi-dimensional model and new way of working will better support our vision for the company and future growth plans."



L'ORÉAL CEO SAYS GENDER DIVERSITY IS STRATEGIC PRIORITY

L'Oréal's Chairman and CEO Jean-Paul Agon has spoken out about the importance of gender diversity for the company, following its wins at the Gender Diversity Awards.

L'Oréal scooped the Grand Prize for Gender Diversity in the CAC 40 Category (French stock market) and Gender Diversity Award in the Consumer Goods and Services category.

Agon said: "Gender diversity is a strategic priority for our group as it is a source of creativity, innovation and performance. These two awards recognise L'Oréal's long-standing commitment to equality between men and women at all levels of the company. They encourage us to further accelerate our efforts to advance gender diversity in our company and in society."

L'Oréal's workforce is dominated by women, which account for 70% of its 89,331-strong global workforce. At senior level, women make up 33.3% of the group's Executive Committee and 46% of the Board of Directors.

The ceremony was held at the Palais Bourbon in the 7th arrondissement of Paris, France, on 30 January. It was organised by the Ethics & Boards Observatory, a company that observes the governance of publicly traded companies, and the Institut du Capitalisme Responsable, which was founded this month and is dedicated to supporting 'integrated thinking' among companies and investors.

The ceremony was held as part of the inauguration of the Gender Diversity in Business Index or Zimmermann Index. The index will provide an annual measurement of gender diversity of French stock market SBF 120 company boards and executives. The index will be extended to all of Europe in 2018.

THE ESTÉE LAUDER COMPANIES

President and CEO Fabrizio Freda revealed plans to make "targeted investments" this fiscal year.

Talking about the company's Q2 2017 results, Freda said: "We plan to make targeted investments throughout the balance of the fiscal year to support and grow our brands."

This strategy, combined with product innovation, increased consumer coverage and improving trends in certain brands and markets, rounds out the company's plan to achieve sales growth of 6-7% for the fiscal year.

The Estée Lauder Companies registered better-than-expected profits in Q2 2017, thanks in part to the acquisitions of Too Faced, Becca and By Kilian.

The acquisitions contributed roughly 90 basis points to sales growth, of which less than half was down to Too Faced.

Referring to the takeover of Becca and Too Faced – the latter of which was rumoured to be the company's largest acquisition in its history at \$1.4bn – Freda added: "Both brands complement our make-up portfolio, which is the fastest-growing category in prestige beauty, and strengthen our position in the specialty-multi retail channel globally. We have ample room to expand their consumer reach."



WAS DOVE RIGHT TO MOCK TRUMP?

At the end of January, Unilever brand Dove took out a print ad in *The Times* and *The Guardian* that went viral – but not for the reasons you might first think. The ad poked fun at Trump’s Counselor Kellyanne Conway and her use of the phrase ‘alternative facts’ on Chuck Todd’s *Meet the Press* show. The brand printed a list of its very own #AlternativeFacts, which soon dominated social media feeds. But was the campaign really a good idea?

“BEING A CONSUMER DRIVEN COMPANY CARRIES RISKS”

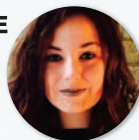
~ Lucy Tandon Copp, Editor



“Unilever’s decision to run its #AlternativeFacts Dove campaign has provided a few laughs in the office. However, as the company becomes more vocal about its position on Trump, it does make me wonder whether real progress could be achieved here – or whether consumer companies are just putting themselves at risk. Unilever as a business is not alone in its anti-Trump sentiments. Uber’s CEO Travis Kalanick has stepped down from Trump’s economic advisory council after mounting internal pressure, while 2,000 Google employees recently walked out over his anti-immigration orders, with their boss’ support. And now there is talk of a ‘virtual war’ with Trump’s administration led by tech giants including Facebook and Apple; a public letter is said to be in the works opposing Trump’s early moves. But being a consumer company like Unilever is arguably more risky than a Silicon Valley giant – and Starbucks is a case in point. Its CEO Howard Schultz recently criticised Trump’s immigration ban, which led to shares plummeting and a boycott by Trump supporters. It would be a shame for Unilever to keep quiet – but there could be consequences.”

“DOVE IS NOT ALONE IN CRITICISING TRUMP”

~ Sarah Parsons, Reporter



“Dove was in safe hands when it commissioned creative agency Ogilvy to design its #AlternativeFacts ad. The agency is not one to shy away from hard-hitting social commentary campaigns and Dove is no stranger to the agency – the relationship dates back to the 1950s. The pair previously revealed the power of opinionated branding through its anti-airbrushing Real Beauty campaign. But Dove is not alone in criticising Trump and his circle – fashion houses have refused to dress the First Lady. During the Superbowl, America’s largest advertising platform, Coca-Cola, Audi, Air Bnb and Budweiser voiced pro-immigrant messages reminding consumers that hope and passion is always welcome in the US. These advertisers are just exercising their creativity and using basic core marketing messages to unite consumers – this one happens to be against Trump policies.”

“DOVE COULD ENCOURAGE OTHER BRANDS”

~ Jo Allen, Editor



“Dove has surprised, but also impressed consumers with its relevant yet subtle and entertaining criticism of the Trump administration disinformation campaign. In the current divided political climate, the need to clarify brand values and take a stance has never been greater. Beauty consumers are increasingly demanding honesty and authenticity from brands, and Dove’s ad builds on the progress it has already made in this direction, through its Real Beauty campaign and Self-Esteem Project. By strengthening its role as both a challenger and a voice, Dove could encourage other beauty brands to be bolder with their voices in the future too.”



New Dove antiperspirant increases your IQ by 40 points.

New Dove antiperspirant boosts your Wi-Fi signal.

New Dove antiperspirant is a really good listener.

#AlternativeFacts



RETAIL

NEWS IN BRIEF

UK customers spent 27% more in health and beauty SME stores over the Christmas period than in 2015. The cosmetics sector had the most success compared to other retail categories: homeware, lifestyle and gifts grew by 23%; sports, toys and hobbies by 12%; and fashion and apparel by 8%. PoS provider Vend compared year-on-year spending from Black Friday to 15 January. The date was based on a sample of 1,500 UK SME retailers from across all product sectors.

INDITEX has announced plans to introduce e-receipts for online transactions for its clothing and beauty stores Zara and Oysho. Online customers will receive a digital receipt via e-mail or saved in their online account. The announcement is part of the Spain-based retailer's latest digital push. It follows the launch of mobile payments in Spanish stores last year. Inditex claims the new receipts will improve the customer shopping experience and reduce the company's environmental impact.



SOAPER DUPER, a bath and body range with over 90% naturally derived ingredients, will be stocked in Tesco stores and on its website from 22 February. The brand prides itself on being an affordable guilt-free body care brand containing no plastic microbeads, parabens or phthalates. The range includes shower gels, body butters, hand creams and scrubs. Soaper Duper will launch in Tesco and tesco.com nationwide, with RRP for the brand's products starting at £5.50.



PRIMARK is set to become the anchor store for a new €70m shopping mall in Ireland. Operating under the name Penneys, the two-storey 51,000sqft shop will join other international and local retailers on the Carlow Central site.

The newly developed Penneys will sit on a site of 6.5 acres, with the mall due to open for Christmas 2018. Penneys' beauty offering has expanded in recent years and it now offers colour cosmetics throughout its stores. In 2015, it partnered with Australian brand ultra3 to launch a new line of beauty products. When completed, the Carlow Central shopping mall will comprise of 200,000sqft retail space and 640 car spaces, and will create more than 1,000 jobs.

Gerry Butler, Sales Director at Primark, said: "This announcement is an important milestone for us and one which we know is eagerly anticipated by the people of Carlow.

"We are delighted that the expansion will generate additional jobs in the new store." Primark was founded in Dublin, Ireland, under the name Penneys in 1969. It could not use the name outside of Ireland as J. C. Penney legally registered the name.

JOHN LEWIS SLASHES 90-DAY RETURNS POLICY IN THE UK

John Lewis has cut its generous 90-day refund policy to 35 days.

The UK retailer said shoppers will not notice the two-third decrease as most customers already return the unwanted items within 35 days.

A spokesperson for John Lewis said: "Before we made the change, we asked our customers about our policy and found that over 85% were unaware of our policy for unwanted items and over 90% of customers who change their mind about a product bring it back within 35 days."

The retailer claims the change will still "be one of the best returns policies of all UK retailers".

All items purchased before 1 February will continue with the 90-day rule. The changes will apply to all cosmetics and fragrances within the store. Customers may open the packaging, but will not be able to return any used cosmetics.

John Lewis said customers will continuously be warned about the change via point of sale, receipts and parcels ordered online.

Walmart's two-day shipping

Walmart has launched a free two-day shipping service to consumers across the US.

US shoppers will be able to use this delivery option without the need of a membership fee.

The retailer is encouraging customers to use the service by lowering its minimum purchase required for free shipping from \$50 to \$35. Items being shipped to stores have no price threshold.

"I couldn't be more excited. We are moving at the speed of a start-up," said Marc Lore, President and CEO of Walmart US e-commerce.

"Two-day free shipping is the first of many moves we will be making to enhance the customer experience and accelerate growth."

The company will continue to offer its online grocery pick-up option at more than 600 locations across the country, with plans to expand the service in the coming year.

"In today's world of e-commerce, two-day free shipping is table stakes. It no longer makes sense to charge for it," added Lore.



Mike Nolan is the Global CEO of Product of the Year USA

Have any beauty winners this year surprised you?

All of the brands that won in the skin, lip, hair and oral care categories have introduced products with innovations unlike anything else we have seen before. These brands are taking home Product of the Year Awards because they have been extremely successful in identifying customers' wants and needs, and are then capitalising on those needs. Kleenex recently introduced a line of Kleenex Facial Cleansing products, while another winner, Amopé, introduced a revolutionary product called GelActiv Insoles & Inserts. These insoles are available in variations based on heel height, an offering we have not seen before from women's footwear insole manufacturers. Overall, we are excited by the innovations we are seeing, but are not surprised by the brands introducing those products, as they are consistently at the forefront of innovation, introducing new attributes ahead of their competitors.

What do you think US consumers want in beauty?

Two of the major trends that we are seeing this year in the beauty and personal care industry are the rising popularity of beauty routines that can be done at-home, and the expansion of all-in-one products. This is a growing trend because for consumers, convenience is key. For example, the Sensodyne True White toothpaste gives a whitening treatment and acts as a sensitivity toothpaste simultaneously, creating



WHAT IT TAKES TO BE A WINNER IN THE US

The Product of the Year USA awards are the largest consumer-voted awards for product innovation. Over 40,000 US consumers voted in 2017, but what do the winning brands tell us about what consumers want?

convenience and removing a step from the beauty routine, saving time. The Schwarzkopf Keratin Color acts as a

conditioner to protect and repair hair, and helps cover grey hair, which is yet another example of a 2-in-1 product,

and an innovation that simplifies the at-home beauty routine, helping to save time and money.

What's the secret to winning over consumers today?

It is vital to understand that change is a delicate balance. When introducing new products, brands must innovate but not alienate. Companies have to understand that consumers constantly crave products that are new and exciting, yet they are also creatures of habit. For example, with the new Comfort Care Lip Balms, Carmex is introducing new flavours, but they are still delivering the benefits of Carmex products that consumers have come to rely on and trust over time.

How important is consumer trust in the beauty market?

Consumer trust is extremely important in the beauty and personal care market, both in the US and around the world. Websites like Yelp are popular because we are always looking for testimonials and recommendations from our friends, and other people like us. We use Yelp to figure out where to eat because we want to make sure we're getting the best information and feedback out there. By the same principle, customers look to friends and peers to decide what products to try, which is where Product of the Year comes into play. If someone is deciding between two new lip care products and one has the Product of the Year Award logo on pack and the other choice doesn't, most often, that person will choose to buy the Product of the Year winner. In fact, our research shows that 44% of consumers are more likely to buy a product recommended by fellow consumers, and that Product of the Year winners historically outperform category sales performance by 38.1%.

2017 BEAUTY CHAMPIONS:

FOOT CARE Amopé GelActiv Insoles & Inserts
SKIN CARE Kleenex Facial Cleansing, Exfoliating Cushions
FEMININE CARE SweetSpot Labs Washes & Wipes
LIP CARE Carmex Comfort Care Lip Balm
HAIR TREATMENT Schwarzkopf Keratin Color
ORAL CARE Sensodyne True White

Share this interview on cosmeticsbusiness.com

NEWS IN BRIEF

AZOYA is celebrating its official US launch. The turnkey e-commerce solution provider works with companies to manage their online presence in China. Already established in Europe, the company is expanding to help US companies. Feelunique and La Redoute are among the European brands the provider has partnered with to help break into the Chinese market. Azoya works with brands to tailor their marketing strategy to China and advises them on how to educate customers.



INSTAGRAM is trialling a feature for multiple images in a single post. Currently this option is only available to brands and Instagram's 200,000 advertisers. The app's users have been able to swipe through images from companies, but now they themselves may soon be able to select ten photos at once, with separate filters for each to showcase to their followers. The Facebook-owned app said 44% of customers were influenced by beauty brands and 52% were influenced by beauty experts on social media.

NIVEA has been announced as the official backstage 'care partner' for British talent show *The Voice UK*. The brand will work with make-up artist Lauren Murphy to provide backstage support for the acts and reveal professional skin care tips. The partnership is designed to highlight the importance of effective cleansing in a fast-paced, stressful environment. The wider campaign aims to engage consumers through the backstage content found online and via social media, including skin care tips and interviews.

MILLENNIALS SEEK SEXY SCENTS IN 2016

Scentbird has revealed the most searched for scent terms by millennials in 2016. The US fragrance subscription brand has released an infographic showing 'sexy' and 'fresh' at the top of the list for women and men.

Scentbird has a unique view of the category, particularly when it relates to millennials. "We fielded over 4 million fragrance queries last year on our platform and our subscribers are 80% 18-40 year olds," said Rachel ten Brink, CEO of Scentbird. "We wanted to identify where consumer preferences were going." The terms 'sexy', 'floral' and 'fruity' were the most search for by women, while 'fresh', 'date night' and 'classic' came out on top for men.

"Sexy, was searched more than 350,000 times on our platform, while 'fresh' was searched 125,000 times by men," added Brink. "For women, 'clean' is still somewhat relevant but is losing

popularity. Women in 2017 are more interested in 'floral' scents that are 'sexy' and 'sophisticated'. For men, 'classic' and 'fresh' are most desired."

Scentbird further identified a consumer desire for more complex, sweeter fragrances – 'woody', 'sweet' and 'mysterious' also grew in popularity.

The brand believes this data can be helpful to build a picture of the consumer mindset when creating fragrance. "This information may help to think of fragrance in a different context. For example, 'occasion' may be the most intriguing result of this research. Women search most for 'everyday' scents, while men are looking for 'date night' – pointing to a focus on special occasion usage. However, men are evolving to using scent more often as the 'office' grows in popularity."

"We were surprised by the rising popularity of searches for 'trendsetter' and 'workout'," Brink added.



THE BALDEN GROUP, an Italian wellness and body care company, has launched its electronic beauty mask to the UK market.

Consumers will need to download the Play Skin app, plug the mask into their smartphone, then apply the two supplied electrodes to the face, which will then activate a low current to tone facial muscles.

The hydrogel mask contains moisturising and anti-ageing properties such as *Camellia sinensis*, a fresh green tea plant with nutrients said to counteract the ageing process. The brand claims the electronic mask is a 'cult product within the European beauty market' and has been dermatologically tested at the University of Ferrara in Northern Italy.

Users only need to use the mask for 10 minutes and once a week to see "the enhancement of hydration and radiance of skin post-treatment", according to its creators.

Rimmel hits the road

Coty's make-up brand Rimmel hosted its first YouTube *Road Trip* episode in Cardiff on 27 January as part of a new style and make-up series.

Each month, two successful YouTube beauty stars will show off what they love most about the style and attitude of a particular UK city and uncover the latest looks in beauty and make-up.

The first episode took place in Cardiff where Em Ford from the *My Pale Skin* blog grew up and it shows her taking beauty vlogger Fleur De Force to special places from her past as well as new ones. The girls showcased their favourite make-up looks to suit the different places they visited and the audience were encouraged to suggest venues via social media.

A new *Rimmel Road Trip* episode will be uploaded to the RimmelLondon YouTube channel each month until June. Each episode will feature two influencers in different UK cities.

ICONIC ASTRAL BRAND HAS PACKAGING MAKEOVER

DDD-owned moisturiser brand Astral has had a packaging makeover. Previously in a plain blue pot, the Original Face & Body Moisturiser range has an updated design for the 50ml, 200ml and 500ml sizes. Astral worked with the RPC Manoplastics and M&H, both part of the RPC Group, to update the brand's image, which was first established in 1953.

Astral explained the original shade of blue has been maintained to ensure the consumer can still recognise the product on the shelf.

Brand Manager Sian Rimmer said: "Since 1953, the same Astral formula has been used by all kinds of women for all kinds of things.

"Manoplastics and M&H have helped us to deliver a new pot that reflects our original pack design while modernising the brand for the future."

DDD is a family-run company based in the UK. It acquired Dentyl Active Mouthwash in 2014 and, prior to this, the Snufflebabe baby healthcare brand in 2010. It has been in operation since 1912.



BASF RESEARCHERS USE EPIGENETICS TO REVITALISE FIBROBLASTS AND AGEING SKIN

BASF researchers have joined forces to explore the field of epigenetics. Experts from public and private research institutions plan to ascertain how genetic changes caused by chronological ageing or environmental factors can be mapped and precisely controlled.

BASF intends to develop and market several active ingredients for cosmetic products that harness the findings on epigenetics. BASF's new launch is the first active ingredient that re-activates fibroblasts, the cells that dictate continuous skin cell renewal, by protecting them from epigenetic modifications and the ageing process, which alter the fibroblast's functionalities.

David Herauld, Head of Global Research and Development for Bio-Activesm, said: "Epigenetics is our strongest ally. It is the key to understanding gene modulation and stimulating the activity of genes that have an influence on the longevity of the skin."

The loss of fibroblast's vitality leads to a rarefaction of collagen and a loss of dermal density. The skin loses its tonicity, elasticity and firmness, which is when the first signs of ageing appear.

Based on these observations, BASF teams have created an extract from *Origanum majorana* leaves, that stimulates actin synthesis in fibroblasts. It does not change the fibroblast's genetic code, but wakes up the cell and stimulates it to prevent ageing. "We wanted to find ways to slow the ageing process of the skin through environmental influences and lifestyle.

"With Dermagenist, we are now able to maintain the fibroblasts' capacity for self-renewal and stimulate their activity," said Sabine Pain, R&D Project Manager.

OPINION COLUMN

PICKING A GOOD BRAND NAME IS A HARD TASK

A word has the power to conjure up strong emotions and associations, so getting your brand name right from the beginning can be the gateway to success

TOM HEARN IS THE BUSINESS DIRECTOR OF BRAND AND PACKAGING DESIGN COMPANY NUDE BRAND CREATION

“What’s in a name? A name says so much about your brand. Chanel, Maybelline, ghd... Each one conjures up a look and feel so consumers know exactly what to expect from that brand.

Choosing a name however is one of the hardest tasks in the design world. I say ‘design world’ because the best success we have had with brand creations is when a company comes to us with its product even before it has chosen a name. So how do it?

One of the first things I look for with a new beauty brand is the back story. It is critical to its success to get this right. There needs to be a clear reason why the new product is different and special. Getting an authentic and single-minded brand story right helps to create a brand with genuine depth and the potential for longevity. Consumers can easily spot a ‘wannabee’ a mile off. I want to see clients with a passion for their creations and it’s my job to turn that passion into a brand. One thing that trumps even big brands and big bucks is passion. You’ve got to have it and to show it. Why would anyone spend money on a product that even the creator doesn’t believe in? Two years down the line if there’s no backstory – no influences and excitement to communicate – you can’t dream one up. Even a multinational can have true



passion – and even an entrepreneur can lack it.

So, how do you pick a name? The name follows the back story and can be inspired by the creator of the brand such as Eve Lom; an ingredient, in Moroccanoil’s case; a brand ethos like Crème de la Mer; or simply what the product does, for example Enhance. We task our creative team to come up with an idea and then we test it. It’s often as simple as brainstorming names that we like. Ask the desired audience for its input – but never undervalue your gut instinct – it has got to feel right. Our goal is to create a name that’s true to the brand, unique and sticks in the consumer’s mind.

When the creative team has conjured up a suitably sticky name, testing it beyond the UK’s borders is essential. One fantastic sounding name in the UK could mean something offensive elsewhere, or it could sound just plain silly.

The next step is to make it legal. Register your name as early as possible and get the legal rights both here and abroad. If it’s already registered (but not in use) don’t be put off. You might be able to buy the rights back. And never underestimate how long it takes.

Now the fun can begin. Once the name and story are in place, that’s when your brand can be built. ”

BRANDS

NEW PRODUCTS

1 BOBBI BROWN has announced the arrival of its first compact foundation. The Skin Foundation Cushion Compact SPF 35 (£36) will be available in nine shades and comes in refillable airtight packaging designed to preserve its freshness. The foundation contains caffeine and lychee to rejuvenate the skin, and is infused with moisturisers for a dewy glow. Amy Conway, Bobbi Brown make-up artist, advises customers to curve the included sponge into a 'taco shape' and then apply the foundation in a rolling motion for an even finish. Initially available in Selfridges in the UK, the foundation will then roll out nationwide.

Launch: March

2 BAOBAB COLLECTION has launched a spring/summer collection inspired by the Madagascan Mikea tribe. A percentage of the sales of the premium Mikea candles (£89-£540) will be donated to the tribespeople whose land is being exploited for rosewood. The brand collaborated with women

of a Malagasy co-op to create the collection, which is made entirely of crocheted raffia. Photojournalist and fashion photographer Serge Anton worked with the brand on its marketing images of the Mikea tribe.

Launch: March

3 NUBIAN HERITAGE has expanded its bath and body collection into facial care. The African Black Facial Care collection (\$4.99-\$16.99) is available online and in Whole Foods. Inspired by traditional healing philosophies, the range features US-certified homeopathic remedies. The collection is naturally black in colour, and is designed to soothe and clear blemishes. The African Black Soap Facial Care collection is cruelty-free and does not contain parabens, sulfates, phthalates, paraffin, mineral oil, petroleum, DEA, synthetic fragrance or artificial colouring.

Launch: out now

4 PRIMAVERA has launched a body care collection for spring. The Harmonising Rose and Osmanthus Body Care range (£13-£30) contains four organic products designed to soothe the skin after winter. Primavera says the products could help to reduce broken capillaries and promote cell renewal, while the osmanthus will moisturise and improve the complexion. The range is available online and in health stores.

Launch: out now

5 HEATHCOTE & IVORY has released the Sweet Pea & Honeysuckle bath and home collection (£3-£10). The 11-sku range includes body creams, bathing flowers and an edt. The products contain vitamin E, glycerin and shea butter, as well as patchouli and cactus essential oils. The entire range is free from parabens and sulphates.

Launch: out now

6 ELIZABETH ARDEN'S new fragrance is designed to encapsulate simple pleasures. The White Tea edt's (\$37 for 50ml) top notes are Italian mandarin, clary sage essence, sea breeze accord and Japanese white fern. The middle notes include white tea extract and white iris accord, while the base contains madras wood and tonka bean Venezuela absolute.

Launch: out now

7 DOVE has introduced its DermaCare Scalp Series (\$4.99 each) to help women combat dandruff. The range's products aim to moisturise hair while ensuring a flake-free scalp. The collection includes Pure Daily Care 2 in 1 and Shampoo; Invigorating Mint 2 in 1 and Shampoo; and Dryness & Itch Relief Shampoo and Conditioner. The line will be available online and in US mass retailers

Launch: out now

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GILLETTE has named its first ever eSports athlete, Enrique “xPeke” Cedeño, as its new global ambassador.

The P&G-owned brand will be working with the world’s largest eSports event ESL by sponsoring the League of Legends Intel Extreme Masters (IEM) World Championship in Katowice, Poland, later this month.

Cedeño is a professional gamer, team owner and former IEM Katowice Most Valuable Player. He will join a long list of acclaimed players to have partnered with the brand, including Roger Federer, Thierry Henry and Tiger Woods. Speaking about his new role, Cedeño said: “I’m happy and humbled to be their first global eSports ambassador and get the chance to show more of the world how much precision eSports requires.”

Gillette will offer ESL fans customised 3D printed razor handles at the event, as well as autograph sessions with the ambassador.



ON THE MOVE AT... **YSL BEAUTÉ**



YSL has appointed Tom Pecheux as its new Global Beauty Director.

The make-up artist has worked in the beauty industry for three decades and has created looks for the likes of Chanel, Balmain, Lanvin and Emilio Pucci.

As well as creating runway looks, Pecheux was previously Make-up Director at Estée Lauder. He was also involved in creating the Shiseido make-up brand and Colour Creator, while in 2001 he helped the brand launch its Beauty Navigator. Pecheux has been credited for transforming Shiseido into a beauty empire.

In his new role, Pecheux will work with the other YSL ambassadors – Staz Lindes,

Anja Rubik, Crista Cober and Edie Campbell – to create looks for YSL’s beauty advertising campaigns. He will collaborate with the brand’s key colour creators on product development, as well as advise customers through expert ‘how-tos’ and information about the brand’s latest product innovations.

Pecheux succeeds Lloyd Simmonds, who was at the company for six and a half years. Stephan Bezy, International General Manager at YSL Beauté, said: “I am delighted to welcome Tom Pecheux as the new Global Beauty Director. We are proud to collaborate with such a talent and creative mind.”

Pecheux said in YSL’s Instagram announcement: “At Yves Saint Laurent we aren’t just selling make-up, we are selling

an attitude, and that is embedded in the colours, the textures and the materials.

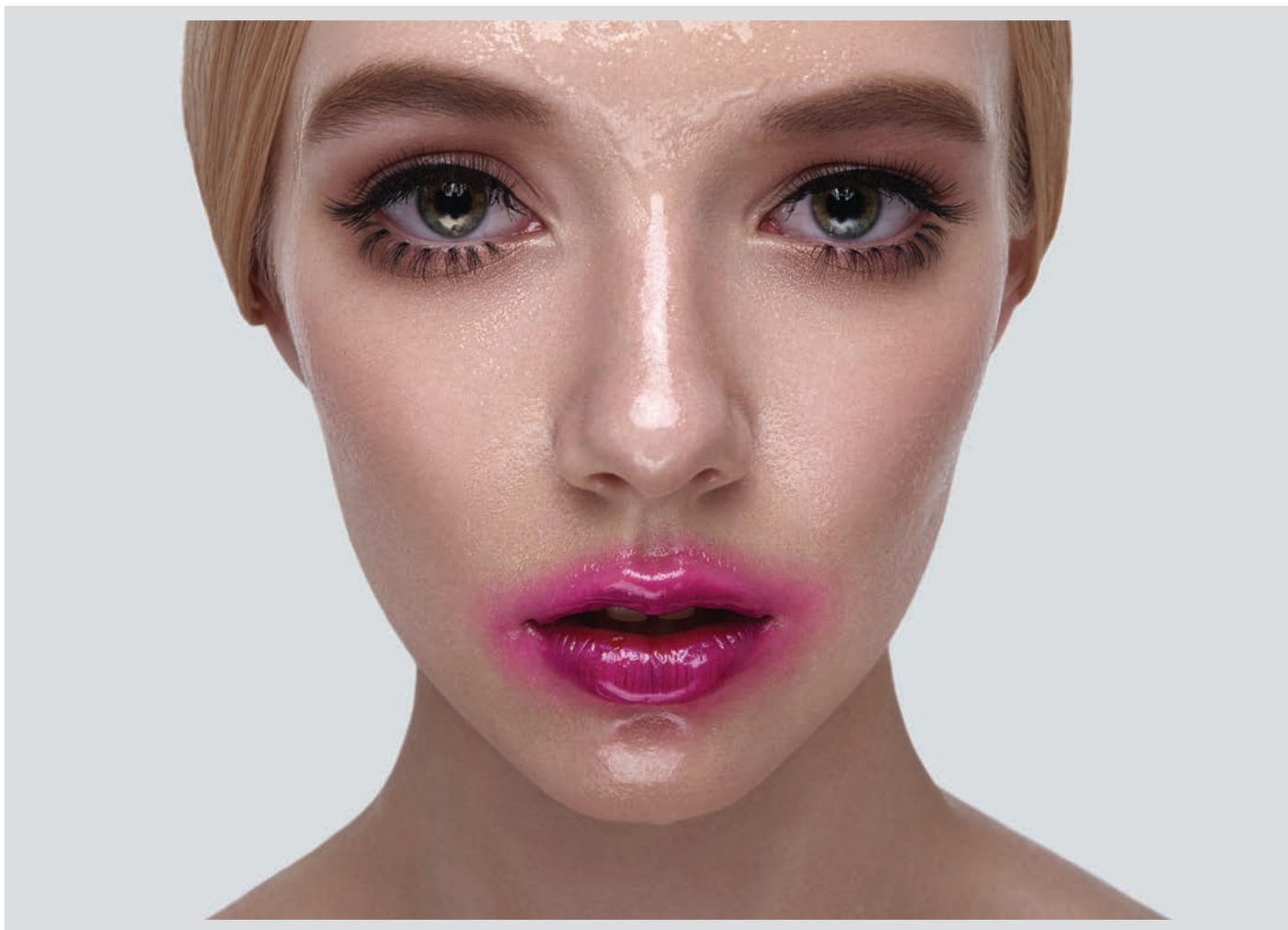
“And I adore that about make-up, to create the tool to make that woman feel good or to feel sublime. I simply do not understand how one cannot take pleasure in making oneself pretty.”

Pecheux’s appointment follows the announcement last month that Staz Lindes will become the luxury brand’s global ambassador. Originally signed to the company last December, Lindes is a fashion model and musician who was the face of Dior’s SS16 campaign.

YSL called her a “brilliant artist, true to herself and a symbol of her generation”.

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WHAT'S TRENDING?



'FASHION SWEAT' LOOKS SET TO STICK IN BEAUTY

Against all odds, greasy and lived-in make-up is becoming desirable as fitness trend filters through

Over the past year, trends in the food and fitness industries have influenced cosmetics as consumers look to buy into the well-being movement across all areas of their lives.

However, if there is one part of healthy living regime that seems, at first glance, to be an unnatural fit with the beauty industry, it is the physical process of sweating.

With cosmetics companies historically investing in R&D and basing product lines on consumer desire to banish oil, it may come as a surprise that MAC chose to dedicate an entire section of its *Trends SS17* lookbook to the theme of 'wet'. By this, the Estée Lauder brand means 'fashion sweat', which in itself is meant to be an embodiment of words such as grease, humidity and athleticism. The trend goes beyond skin including other features such as oily eyelids, blurred lips and wet-look hair.

In South Korea, consumers are already well on their way to mastering fashion sweat thanks to a myriad of specially-designed skus. Innovations have so far focused predominantly on lip products. Laneige has launched its Two Tone Lip Bar, an ombre lipstick with two strikingly different shades in the same bullet. Available in 14 variations, two of the skus, Orange Blurring and Milk Blurring, feature a bright orange and a fuschia pink paired

with solid white respectively. The product can be used in one slick to achieve a uniquely blurred result every time. Meanwhile, Etude House offers its Color in Liquid Lips product in six shades. The product is described as having a 'cushiony water-sliding texture'. To apply, users can draw the wide side of the waterdrop applicator tip along the lip line, then poke the centre of the lips to encourage the colour to gradate freely, without being controlled.

As the trend grows, it seems that South Korean consumers are veering away from perfection and towards individuality through means of 'going with the flow', taking direction from their products and not the other way around. And if there's one thing you can be sure of, it's that avid beauty consumers in the West will already be watching closely.

"IT'S ALL ABOUT THE WATERY GLOW"



"The lived-in make-up trend is huge right now. 2017 is the year for healthy looking skin, with many women wanting to imitate that 'post workout' look. Last year we saw a trend for the strobing/highlighting technique, but now it's all about the watery glow. This kind of glow is easily achievable with the right skin care. Opt for hydrating products to prep the skin. Recently, at New York Fashion Week we used Extra Face Oil pressed in on top of make-up. Simply apply a small amount to the palms of the hands, warm and press around the cheeks, forehead and chin. This finish looks so natural and is more flattering than shimmer."

Amy Conway, Bobbi Brown make-up artist