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L'ORÉAL RENEWS FIGHT AGAINST CLIMATE CHANGE

Striving to reduce its impact on the environment, L'Oréal has announced its ambition to become a completely 'carbon balanced' company by 2020

Beauty behemoth L'Oréal has set itself a new goal as part of its efforts to limit the impact of its business on the environment.

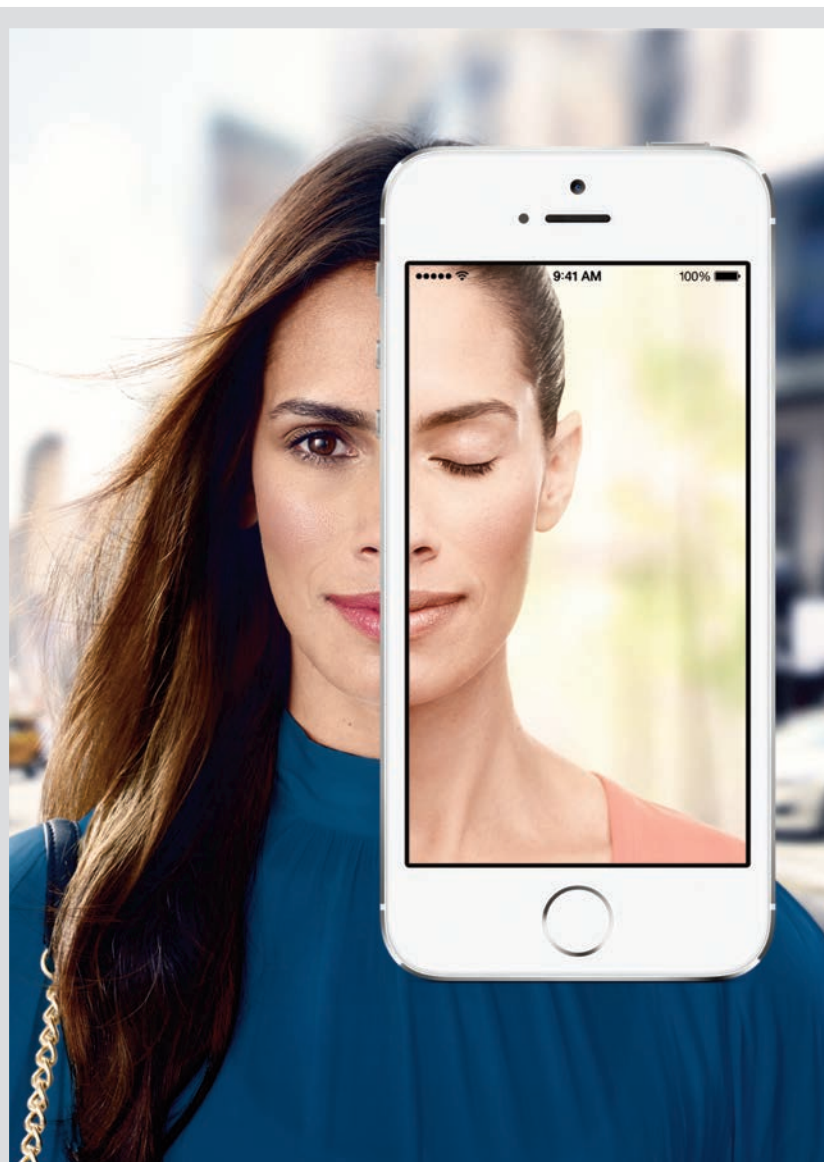
The company has announced its intention to become a 'carbon balanced' company by 2020; in other words, to generate enough carbon gains to completely offset the amount of greenhouse gas emissions linked to its activities and processes.

Jean-Paul Agon, Chairman and CEO of L'Oréal, said: "Three months from the COP 21 [climate conference], this renewed commitment shows L'Oréal's will to take part in the fight against climate change. This initiative demonstrates the group's capacity to leverage its innovation power in order to address a major environmental challenge alongside its suppliers and communities. Companies must play a leading role in the quest for solutions to the challenges of our time."

L'Oréal has been a frontrunner among cosmetics companies in the race to cut down their carbon footprint. As part of its 2020 goal, L'Oréal hopes to reduce its CO₂ emissions by 60%; since 2005, the company has cut them by 50%. In addition, L'Oréal aims to make carbon gains by working with its raw material suppliers.

Some of the low-carbon projects L'Oréal has already launched are now in full swing. In Burkina Faso, L'Oréal is planning to supply more efficient cook stoves to the 22,000 women that harvest nuts used to make shea butter, scaling back on wood consumption. The company will work with Olvéa Group, its historical sustainable supplier of shea butter. Meanwhile, over in the Jambi province of Indonesia, L'Oréal has struck up a partnership with Firmenich to help producers grow patchouli and cinnamon plants together. This way land use is optimised reducing the need to extend farmland.

Progress of the new initiative will be monitored yearly at a meeting of an expert committee of international carbon specialists; results will be published annually.



Dutch cosmetics and lifestyle brand Rituals has launched an app that is designed to help consumers find a sense of inner calm amid their busy lives.

The new Rituals app, free to download on both iOS and Android devices, is available in eight languages and accessible in Belgium, France, Germany, Italy, Netherlands, Norway, Spain, Sweden, Switzerland, the UK and US.

The app is underpinned by the brand's ethos of transforming 'everyday routines into meaningful moments' inspired by ancient Eastern traditions. Besides inspirational quotes and images, the app offers three guided meditations that focus on the body, mind and moment, as well as yoga videos. The Rituals app joined forces with Delight Agency and Delight Yoga to source meditation teachers from around the world to lead the guided practices.

Besides relaxing, the app makes it easy for consumers to shop via its in-app shopping function, called Zen Shopping. Users can also add products to a gift box; read articles on Rituals' blog; and send a personalised video gift card. [Read more at cosmeticsbusiness.com](http://cosmeticsbusiness.com)



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THE HONEST COMPANY FACES US LAWSUIT

Jessica Alba's beauty and lifestyle brand, The Honest Company, has been accused of misleading customers in a class-action lawsuit filed in California, US.

Jonathan D Rubin, a US-based consumer, claims to have been misled by the company's 'natural' branding and says it uses synthetic preservatives in some of its products.

Rubin said that the brand is "deceptively and misleadingly" labelling its products, in particular its Honest Diapers, Honest Hand Dish Soap and Honest Multi-Surface Cleaner. The suit alleges that these products are mislabeled and contain

synthetic ingredients methylisothiazolinone, phenoxyethanol, cocamidopropyl betaine and sodium polyacrylate.

The lawsuit also criticises Honest SPF 30 Sunscreen for being ineffective, claims which have been troubling the brand for several months as consumers took to social media as well as review sites to criticise the product over the course of the summer.

The Honest Company could be forced to pay up to \$5m in damages plus interest on all liquidated sums if the lawsuit succeeds.

Read more at cosmeticsbusiness.com



ST TROPEZ BREAKS SALE RECORD

St Tropez sold a year's worth of products in the three weeks following its Gradual Tan In Shower Lotion launch earlier this summer.

The brand revealed that it had to hire extra staff to deal with the demand, as it was selling ten bottles a minute in Boots stores after its May launch. So far, more than 450,000 bottles of the gradual tan product have been sold. The sku is now both St Tropez's and Boots' most successful tanning launch to date, outselling St Tropez's current bestseller at a rate of 20 to one.

More than 8,500 beauty fans joined a waiting list for the product before its launch. In response, Boots brought the product launch date forward, selling thousands of bottles online overnight.

Jacqueline Burchell, Global Marketing Director for St Tropez, said: "We knew that we'd predicted a real consumer need with St Tropez Gradual Tan In Shower but we never dreamt it would be such a business success story. I'm so pleased that St Tropez is truly leading the way for innovation in the tanning category and opening this market up to a whole new generation of self-tanners who were previously too nervous to tan."

The product is the first tanning lotion that uses water to promote a gradual tan.

P&G and Colgate owed VAT refund from Mexico

Some of the world's biggest beauty and personal care names including Unilever, Colgate and P&G, could be collectively owed as much as \$380m in VAT refunds from the Mexican Government.

The Mexican administration, hit by slowing domestic GDP, falling oil revenues and a dramatic plunge in the value of the peso, has for some years offered tempting corporate tax breaks to overseas companies.

But the under-pressure Mexican tax authority SAT is thought to have stamped on the VAT refund brakes, according to *Reuters*.

It's not just large blue-chip operators that have been affected by the move, authorised by President Enrique Peña Nieto, but many hundreds of smaller companies too. There has been some suggestion the VAT impasse was spurred by a harder line taken by the Mexican authorities on overseas companies in an effort to get them to pay more tax. SAT Planning Director Adrian Guarneros told *Reuters*: "We realised there was a series of inconsistencies in some refunds and we decided to be more careful [and] more scrupulous in the reviews."

Unilever has invested heavily in Mexico, acquiring a P&G soap manufacturing operation in the country at the start of this year. It acquired the right to produce the Zest and Camay brands outside the US, generating around \$225m revenue.

However, some sources believe that Unilever, unlike its competitors, could have received as much as \$130m in owed VAT rebates.

Meanwhile, the dramatic fall in the value of the peso has raised the price of many exports by as much as 30%, making it harder for some beauty brands to increase sales.



LUSH TO OPEN DOORS TO RUSSIAN PLANT

Lush Fresh Handmade Cosmetics has announced its decision to significantly increase the level of localisation of its Russian production during the next few years.

According to Dmitry Azarov, Director General and Co-owner of the company's Russian subsidiary, this decision is mainly due to the "unstable economic situation in the country" at present.

Azarov explained that the company had raised its retail prices in Russia in March 2015, but is still experiencing difficulty in keeping them down.

At present just 10% of the Russian range is produced within the country, while the remaining 90% is imported from the UK. Azarov said that the company plans to increase the level of localisation of Russian production by up to 100%. This measure will cut company costs by 30% and prevent the need for a further increase. Profits at Lush Cosmetics Russia have been decreasing, with revenue in 2014 amounting



to 1.03bn rubles (US\$20m), down from 1.06bn rubles in 2013.

At present the company operates a production facility in the Domodedovo, Moscow. A new plant in the region is expected to open next year as part of a US\$20m investment.

Future production will be partially based on local raw materials, but the majority will be imported from abroad.

According to Azarov, most of the ingredients for the company's Russian production will be supplied from Asian states, which means that they will not be subject to sanctions.

Analysts from the Russian Ministry of Industry and Trade have already welcomed the move. The increased localisation will further raise Lush Cosmetics Russia's efficiency. Analysts say the move could save the brand around 40% of production costs.

Read more at cosmeticsbusiness.com

BEAUTY BRANDS TAKE LONDON FASHION WEEK BY STORM

Maybelline New York, Toni & Guy and ghd will all be providing complimentary hair and beauty services at London Fashion Week later this month.

The event will be held in the new Brewer Street Car Park venue in Soho, where Maybelline New York make-up artists will offer tutorials as well as touch-ups for attendees between shows. Toni & Guy will offer complimentary haircuts, styling and blow dries from its top stylists.

The stylists will all be using label.m's Professional Haircare products as the brand is the official hair care partner of the event. This year the hair care brand is celebrating being an official London Fashion Week sponsor for ten years.

Hair styling tool brand ghd will be hosting a styling pop-up, offering attendees its new signature 'S&M' styles – Sleek or Movement, inspired by two looks slated to be sported on the London catwalk.

Taking place from 18-22 September, SS16 marks the event's first step away from the usual venue at Somerset House. In another break from tradition, Julien Macdonald has announced that he will be presenting menswear alongside womenswear in his SS16 catwalk show.

September's event will also see a larger number of fashion fans able to see the shows, with a large screen located on London's Carnaby Street live streaming the top catwalk shows.

Other key fashion week sponsors include retailer eBay, contacts and events provider Fashion Monitor, packagers Mainetti, official fragrance partner Penhaligon's and official tanning partner St Tropez.



Polychromatic, the nail polish division of US company Keystone Industries, has acquired Centre 7, a French nail polish technology firm.

The purchase gives Polychromatic access to a 'made in France' quality label, said Keystone, as well as placing it closer to its French and European clients. Centre 7 has experience in the masstige and luxury market and is authorised to process flammable products – a designation that is hard to come by in Europe.

The acquisition signifies expansion into the global beauty arena, said Keystone. "With anticipated capacity of filling close to 30 million bottles annually, Centre 7 will be an ideal vendor for both bulk and packaged cosmetics. There are immediate plans to expand the facility for full-scale production of nail polish," the company noted.

Centre 7 is located near Cosmetic Valley outside Paris and has been in business for more than 20 years in the beauty and personal care industry.

Read more at cosmeticsbusiness.com

NEWS IN BRIEF

Givaudan has acquired 100% of the shares of Induchem Holding and its subsidiaries, expanding its ingredients business again after several acquisitions earlier this year. The terms of the deal have yet to be disclosed, though the company says it will be funding the transaction with existing resources. Induchem currently owns French ingredients maker Libragen which will also transfer to Givaudan as part of the deal.

Luxury goods brand Hermès has announced a 20% increase in its first-half operating income. The growth was in part helped by strong demand from tourists in Japan, the US and Europe. The brand has already warned that its profits for the full year will be lower than in 2014 due to the same currency fluctuations affecting many international beauty brands at the moment.

Zacks has upgraded shares of Walgreens Boots Alliance from a 'hold' to a 'buy' rating. The stock currently has a consensus target price of \$93.11 after beating previous profit estimates for the third fiscal quarter of 2015. Company Director William C Foote also sold 3,500 shares of the company stock, for an average price of \$94.95.

Oriflame has issued new shares related to the share-for-share exchange offer as it switches location to Switzerland. A total of 1,288,931 shares were issued in August, taking the total number at the company to 54,296,974, with each share representing one voting right.

Arbonne UK has set a new Guinness World Record title for the most kisses given in 30 seconds. Consultants from the company gave Heather Sales Officer Heather Chastain 56 kisses, beating the previous record set by comedian David Walliams during Comic Relief earlier this year. The event was part of celebrations for the brand's 35th anniversary conference. Each participant wore one of Arbonne's lip products for the event.

NEWS IN BRIEF

SMEs in the UK are under-prepared for the demand of Black Friday, according to new research conducted by the Royal Mail. Last year consumers spent £810m online on the date and 60% of consumers are already said to be preparing for the event this year (27 November). But nearly two thirds of SMEs are not preparing for the distribution and delivery of additional orders.

A sales assistant employed at Topshop's UK flagship store on Oxford Street has been convicted of theft after stealing almost £25,000 worth of stock from the retailer. Stephen Hung, 35, targeted untagged items, hiding them in the store and taking them at the end of his shift. He set up three eBay accounts to sell the items on, making more than £6,000.

Lorna Nagler, Director at Ulta Salon, Cosmetics and Fragrance, has sold 12,500 shares of company stock. The stock was sold at an average price of \$155.40 each, for a total value of \$1,942,500. She still owns 4,399 shares in the company. The stock has a 50-day average price of \$165.32.

Clariant has hosted its first Sustainability Dialog in Germany, looking at the speciality chemical industry's progress on sustainability. The event will encourage dialogue between Clariant management and third party experts on the topic. More than 150 participants are due to attend, with keynote presentations from CEO Hariolf Kottmann and guest speaker Klaus Töpfer.

Ashland Specialty Ingredients has completed the acquisition of Zeta Fraction technology from ingredient maker AkzoNobel. The acquisition broadens Ashland's personal care portfolio. The new technology isolates efficacious components in living plants and marine sources to produce a range of biofunctional ingredients. Financial terms of the deal have not been disclosed.

CAN INDIAN BRANDS BREAK INTO LUXURY?

India has seen its millionaire count surge from 196,000 to more than a quarter of a million in the last year, according to new statistics from wealth intelligence company Wealth X.

However, the country is yet to produce a luxury personal care brand that appeals not only to affluent domestic consumers but also to high net worth individuals internationally. That being said, some analysts say it is only a matter of time before it happens.

Both Forest Essentials and Kama Ayurveda cosmetics ranges have seen some intentional success on the herbal and Ayurvedic front. Planet Retail Analyst Deepanshu Mandlekar told *CBN* that other names to watch included Vedic Line, Soul Tree Organics and Biotique. Mandlekar also believes cosmetic brand Lakmé is starting to compete with foreign brands such as L'Oréal, Chambor and MAC, among others.

According to Euromonitor, the Indian super premium beauty and personal care is worth an estimated retail value of Rs12.5 bn. However

Shreyansh Kocheri, Beauty and Fashion Research Analyst at Euromonitor, said: "This is only 2% of the overall beauty and personal care market and hence has a huge potential to expand."

Between 2014-19, the market for super premium beauty and personal care is expected to see year-on-year retail value growth of 16% in constant value terms, excluding inflation, Kocheri added. She also believes that the market will "more than double" by 2019.

Jean-Paul Agon, Chairman and CEO of L'Oréal, told an Indian media source: "There is a science in India about ingredients and it is precious." The company has run a research and innovation centre in Mumbai since 2013. CBRE Group also claims that big Indian cities, such as Mumbai and New Delhi, will double their luxury retail floor space over the next four years.

The country remains a difficult market to crack for brands, with many of its richest consumers emigrating.

[Read more at cosmeticsbusiness.com](http://cosmeticsbusiness.com)



BOYCOTTED ISRAELI BEAUTY BRAND AHAVA SOLD FOR \$76M

Israeli skin care brand Ahava has reportedly been sold. Gaon Holdings, which currently owns 15.72% of the company, announced the buyout to the Tel Aviv stock exchange.

Globes reported China's Fosun International to be the buyer. The company is allegedly paying 300m shekels, around \$76.3m, for at least 51% of shares in the controversial cosmetics brand, making it the majority owner alongside other shareholders Shamrock Israel Growth Fund and Kibbutz Mitzpe Shalem.

Fosun International is the largest privately-owned conglomerate in China and has acquired several overseas companies in the past 12 months. The move could help the brand expand into the lucrative Chinese cosmetics market.

Fosun is expected to continue negotiating with Ahava shareholders over the next 90 days, with the deal expected to complete after additional approvals and due diligence.

Earlier this year, Ahava was said to be considering moving its manufacturing facility in the West Bank after years of protest and boycotting. It was said to be planning a relocation in the nearby Tamar Regional Council, within the Green Line. It stated: "Due to expanding production needs and changes in regulations for manufacturing cosmetic products in certain Western countries, Ahava is examining the option of setting up another factory."

The brand has denied bowing to pressure from activists, but seems to have suffered from the drop in sales, employing 25% fewer people than it did in 2013. Ahava also cancelled a 'Twitter party' it had planned earlier this year.

[Read more at cosmeticsbusiness.com](http://cosmeticsbusiness.com)



UK soap and home fragrance company Heyland & Whittle has announced its latest contract manufacturing deal is with Seasalt, a Cornish fashion and homeware brand.

The company has previously been involved in a number of partnerships with well-known prestigious retailers and organisations including: Liberty, Fortnum & Mason, the House of Commons, the House of Lords, and luxury lingerie brand Rigby and Peller.

Speaking about its latest deal, husband and wife team, and Founders of the brand, Paddy and Ursula Heyland, said: "We are delighted to be working with Seasalt, a company that represents many of our unique attributes; high quality products with style and great attention to detail. The new Seasalt home fragrance range of candles and diffusers will enhance many homes around the UK. We are both very excited about the future with more products already in development."

As part of the Seasalt deal, Heyland & Whittle will produce three fragrances for the brand's home fragrance and body collection, inspired by Cornwall. The fragrances are called Rosalind, Sennen and Lamorna.





LIPO MAKES SWEEPING COMEBACK

Today's society has been criticised for being obsessed with image but, whether we like it or not, consumers are increasingly cashing in on invasive treatments – and one contender, previously thought to be on its way out, is making a comeback.

Last year, more than 20 million cosmetic procedures were carried out worldwide but, surprisingly, liposuction was the top cosmetic procedure performed in Brazil, Mexico, Germany and Colombia.

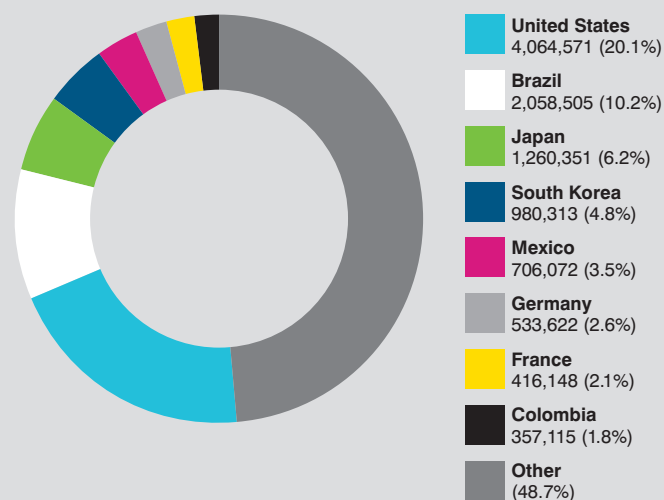
According to the International Society of Aesthetic Plastic Surgeons, 1,197,880 or 87.3% of the procedures in 2014 were carried out on women, while only 12.7% of liposuction operations were performed on men.

The most commonly requested areas for the procedure were the chin, cheeks, neck, upper arms, above the breasts, abdomen, buttocks, hips, thighs, knees, calves and ankles. The only procedure more popular than liposuction was eyelid surgery, with a total of 1,427,451 eyelid operations carried out in 2014 across the world.

Interestingly, the US saw more liposuction procedures than anywhere else, but liposuction was still not its most popular aesthetic procedure. Breast augmentations were more commonly carried out in the country, with 297,297 operations performed in the US in 2014. Non-surgical procedures were even more popular, with botox the most commonly used – 4,830,911 consumers chose this aesthetic procedure. Other popular options included hyaluronic acid, hair removal, chemical peels and laser skin resurfacing.

BIGGEST COSMETIC SURGERY MARKETS

Consumers in the US undertake the most surgical and non-surgical procedures, accounting for more than 20% of the world market. Its closest rivals are Brazil, Japan and South Korea.



Source: International Society of Aesthetic Plastic Surgeons



NEWS IN BRIEF

The Perfume Shop recently held the first 'scented screening' of popular film *The Notebook* as part of its Memories Matter campaign. The project is raising funds on behalf of Alzheimer's Research UK. The retailer sought special permission from *The Notebook* author Nicholas Sparks and teamed up with specialists The Aroma Company for the unique event, held in Odeon Cinema in Leicester Square.

EBay is celebrating 20 years since its 1995 launch. Originally called AuctionWeb, the site has grown from a simple online marketplace to become a major e-commerce site, selling 85% of its stock directly, rather than through consumer auctions. The company's share has risen 84.5 times since its 1998 stock listing and total sales hit \$82.95bn in 2014. The site is most popular in the UK, with 19 million visits each month.

UK high-street retailer Poundland has launched its online store. With 1,000 different items available, the new platform offers consumers a chance to buy the store's £1 products, including beauty and cosmetics, online for the first time. The service is currently only available in the UK, although it has plans to expand after trialling the service. Delivery costs £4.

Sephora has launched a new initiative to help consumers discover new up-and-coming beauty brands. Scouted by Sephora will allow customers to browse through a selection of new brands and products hand-picked by the store's beauty experts. More than 40 labels have already been added to the database, including independent and Asian brands that are new additions to the US market. Brands with products on the list include Make-Up Eraser, Nest Fragrances, Sunday Riley, Touch In Sol, Chosungah 22 and Skin Inc. Editors' 'top picks' appear at the top of the page, while the rest of the collection is browsable by category.



Paul Edmonds London has launched a new series of skin care treatments with L'Oréal skin care brand SkinCeuticals at its salon in London's Knightsbridge, UK.

The treatments will be carried out in new luxury therapy rooms, called theHOUSE. Personalisation is a key theme for the treatments; skin care experts Gene Tevari and Sunita Chouhan are on hand to create bespoke treatment programmes for consumers.

As well as treatments, SkinCeuticals products will also be available for purchase, along with a number of other brands including Eminence, Endocare, Heliocare, Pure Potions and Dr ZO.

Catherine Waring, Sales and Marketing Manager at SkinCeuticals UK, said: "SkinCeuticals has chosen theHOUSE at Paul Edmonds as a destination where skin health meets beauty. The commitment from Paul Edmonds is to offer his distinguished clientele highly efficacious and bespoke treatments, where client experience and results come first. We share this quest for premiumness, expertise and quality, providing highly advanced medical facial treatments and products specific to individuals and their skin needs."

"Eminence Organic Skincare is delighted to partner with a wellbeing company of such high standards that reflects a shared philosophy," added Tracy Smith, Managing Director of Skinsmith Ltd UK, the distributor for Eminence Organics Skincare.



CAUDALIE SETS UP SECOND BEAUTY BOUTIQUE IN FRANCE

Caudalie has opened a second French boutique at the heart of the Carrousel du Louvre shopping centre in Paris. Its first opened two years ago in the Rue des Francs-Bourgeois.

The new outlet measures 60sqm and faces an Apple store. The interior was created by BETC Design, which is in charge of all Caudalie boutiques. The store features raw oak throughout, including walls, shelves and banks of drawers with brass handles, inspired by the boatyards of the Bordeaux region.

"We have chosen the Carrousel du Louvre because we feel it is a great place to present our brand for our target market, who visit the Louvre museum and who want to obtain natural cosmetic products that are made in France," Emily Le Moul, who is in charge of publicity at Caudalie, told *CBN* about the new store.

The shop will offer 10-minute facials and a hand scrub treatment with massage.

[Read more at cosmeticsbusiness.com](http://cosmeticsbusiness.com)



Primark takes on the US

Leading UK retailer Primark will open its first US store in Boston next week. The city will also act as the location for its first US headquarters.

The store is located in the historic Burnham Building and will be Primark's flagship US store with 77,000sqft of floor space. Its modern design incorporates the building's original features such as open brickwork and terracotta ceilings. The launch brings 550 jobs to the area.

Paul Marchant, CEO of Primark, said: "We have chosen the ideal location for our northeastern US home in the city of Boston. We are eager to become part of the community and formally introduce shoppers to the Primark brand in September. We are honoured to be a part of the city's fabric and to be playing a role in the ongoing vibrancy of the Downtown Crossing neighbourhood, where both our Boston office and first store are located." Primark plans to add seven stores in northeast US. Its Pennsylvania distribution centre is due to open in September.

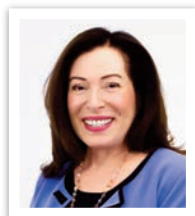


CHECKING IN WITH THE COSMETICS COP

Paula Begoun, aka the 'cosmetics cop', is an author and Founder of Paula's Choice. Here she solves the mystery of what consumers want

You have been writing about beauty for 30 years. How has the industry changed?

It's the 30th year since I wrote my first book, *Blue Eyeshadow Should be Illegal*, and the past three decades have propelled skin care knowledge to unbelievable new heights. The amount of real research, and not just marketing claim research, is astounding. Our understanding of skin care, ingredients and the physiology of skin is so vast it takes my entire team to stay on top of all of it.



“If we can't prove it through research, we don't say it. We won't formulate a product based on some new ingredient with an exotic story but no real proof of efficacy.”

Paula Begoun, Founder, Paula's Choice

How has your own research fed into the Paula's Choice brand?

My philosophy gleaned from years of research is what drives formulation as well as the style of the fact-based information we provide consumers about how to take care of skin. If we can't prove it through research, we don't say it. We won't formulate a product based on some new ingredient with an exotic story but no real proof of efficacy.

What do you think consumers are looking for in skin care products today?

First and foremost women complain about wrinkles and dry skin. Their second most common complaint is blemishes or oily skin. Skin sensitivity is the third most typical complaint women have. It's not surprising when you think about how many products women use on their faces every day with a long list of ingredients. It's surprising to me that more women don't complain about sensitivity.



What are the most common consumer queries you receive about products?

Overwhelmingly, the general question is always: "why is my skin still having problems despite all the supposedly great products I've tried?" They always want to know which products really live up to their claims.

Do you think consumers are becoming more knowledgeable about skin care?

I would like to think so but that isn't what I see. Women are still seduced by the same things they've always been seduced by. Many still believe that expensive products are better than inexpensive ones, that natural ingredients are always better than synthetic and that they don't recognise the damage from using products with irritating ingredients.

How have consumer attitudes towards natural products changed over the years?

There's a misconception that natural ingredients are more gentle than synthetic versions – in fact often just the opposite is true. Ingredients such as lemon, lime, alcohol, cinnamon, eucalyptus, citronella, limonene, menthol and peppermint can all be irritating for skin and they are found in thousands of products. That's the sad part and it's one of the main reasons why Paula's Choice products still stand out in that regard. My products aren't just about being gentle, though – they are about being effective.

Read more at cosmeticsbusiness.com



20+

The number of books on cosmetics published by Paula Begoun

2.5m

The number of copies of Begoun's books sold worldwide

1995

The year Paula's Choice skin care launched

TOP 5

Bestselling Paula's Choice products in the UK:

- 1 Skin Perfecting 2% BHA Liquid Exfoliant
- 2 Skin Perfecting 2% BHA Gel Exfoliant
- 3 Skin Balancing Pore-Reducing Toner
- 4 CLEAR Pore Normalizing Cleanser
- 5 CLEAR Regular Strength Anti-Redness Exfoliating Solution With 2% Salicylic Acid



NEWS IN BRIEF

Luxury brand Chanel is the top-performing beauty label in its category on YouTube, with more than 440,000 subscribers to its channel, says digital marketing brand Pixability. Chanel's closet competitors are a long way off matching its figures. Dior has just 210,000 subscribers while Burberry has 189,000.

MakeUp in..., a trade show put on by Beauteam, has launched a new internet portal, makeup-in.com. The Wordpress site was designed to consolidate the brand image across all of MakeUp in...s shows and offerings. The 'information' section of the site was also further developed.

The finalists of the #beauty20 awards to be held in New York have been announced. The awards celebrate the top performing brands online including via social media channels and apps. Five brands have been chosen as finalists in each category including Best Twitter, Best Facebook, Best Pinterest, Best Instagram, Best App and Best YouTube Channel. The winners will be selected by consumer vote.

The Curly Girl Collective (CGC), a marketing group that aims to connect multicultural women with brands that cater to their beauty needs, saw its #Curlfest hashtag trend on Instagram in second place across the US following its Curlfest festival, held in Brooklyn at the end of August. The day-long event was sponsored by brands including SheaMoisture, Carol's Daughter, Kinky-Curly, Dark & Lovely, Eden BodyWorks and Cantu, among several others.

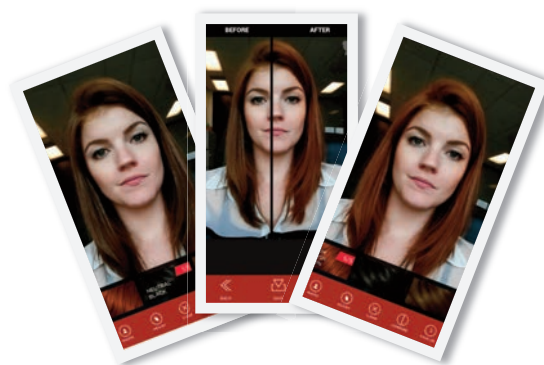
Unilever brand Dove Men+Care has launched the second installment of its deodorant campaign in time for the start of the football season. At the end of August, the brand's Caring Coach campaign began at the College Football Hall of Fame in Atlanta, US. The campaign aims to promote the importance of coaching for athletes and themselves.

VIDAL SASSOON CREATES COLOUR TRIAL APP

British hair care brand Vidal Sassoon has developed an augmented reality app named VS Shades, which allows users to virtually try out 24 hair dyes.

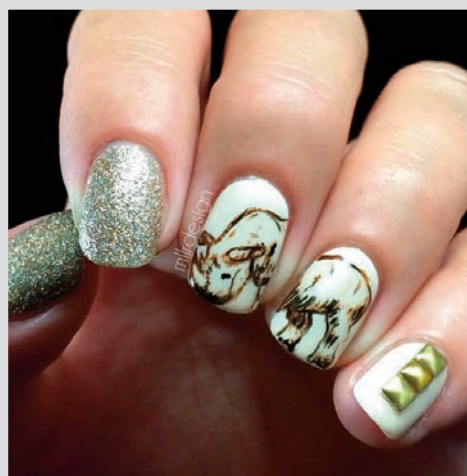
Developed with the US facial recognition specialist ModiFace, the app is currently pending release globally and is in development to be compatible for smartphones and devices. "We created a custom hair colour try-on application for Vidal Sassoon so their consumers could virtually try on different VS hair colours on their own images before going out to dye their hair," said Jennifer Tidy, Vice President of Partnerships at ModiFace. "Augmented reality is really being embraced in the hair industry now. As we are in the era of the selfie, there's nothing more exciting for consumers than being able to instantly retouch a photo. The Vidal Sassoon app is very simple to use, allowing users to upload a photo and instantly try on different hair colours on that image."

The app was introduced as an in-store activity earlier this year and was built so users could only view hair colours that would work with their natural hair colour. The app generates a realistic



result to allow the user to decide which shade is appropriate. Providing the brand with an opportunity to integrate social media, the app also allows consumers to share their looks on social media, with the option of being able to show a before and after split screen image.

An exciting development for the brand and hair industry, Tidy explained that ModiFace is already working with other beauty brands globally: "We have several applications already available... There are always new ideas, launches and technologies in our pipeline."



To raise awareness of the plight facing rhinos, UK charity Save the Rhino is launching a social media campaign with a beauty twist in the run up to this year's World Rhino Day (22 September).

The charity says that rhino poaching is at 'crisis point' with just 29,000 rhinos left in the wild today meaning a loss of 95% of the total number of the animals since the beginning of the 20th century.

Rhino horns are made of keratin, the same protein found in human nails. Therefore, Save the Rhino has launched its #NailIt4Rhinos campaign, which is being supported by UK nail brand Barry M.

The campaign calls on consumers to share images of their rhino-inspired nails on social media sites or send them to info@savetherhino.org. **Read more at cosmeticsbusiness.com**

*Yardley London invests £650K in new ad campaign*

The future might be digital, but UK fragrance brand Yardley London is not giving up on print advertising just yet.

The privately-owned company has revealed it is due to launch a £650K advertising campaign across both print and digital channels in the run up to the lucrative Christmas period.

The campaign will prop up Yardley's recently relaunched Contemporary Classics range of fragrances, as well as bath and body products. It is estimated that the campaign will reach more than 4.5 million women.

Quentin Higham, Managing Director of Yardley London, said: "The new advertising campaign serves to support the brand's continued revival and further broaden its appeal to attract new and lapsed customers, while focusing on the heritage of the brand to maintain our loyal customer base."

Investing in print advertising, Yardley has plans to secure ads and advertorials across a range of UK print titles including consumer monthlies, weeklies and national newspaper supplements. In terms of its digital drive, there will be ads placed on beauty, fashion and lifestyle websites in a bid to access women aged 35 and over.

The campaign will run from September to November in advance of the busy Christmas retail period. To bring the campaign to life, Yardley worked with creative advertising and media planning agencies Chapter and 7 Stars.

Read more at cosmeticsbusiness.com



PRAWNS COULD REPLACE PLASTIC IN COSMETICS

Molecules extracted from prawn shells could be used as a replacement for polymers in some cosmetics. Researchers at Glyndwr University in the UK have said that these molecules could replace synthetic thickeners in many products.

The scientists worked with Seagarden, a seafood ingredients manufacturer based in Norway, which provided the chitin molecules, extracted from waste prawn shells.

The development comes at the end of a £1m two-year research project funded by industrial partners Croda, Almac Group and Seagarden. The material is now being tested in a number of personal care product formulations.

Speaking about the project, Professor Pete Williams, Professor of Polymer and Colloid Chemistry at Glyndwr University, said: "We've now reached the stage where we've developed a new polymer which is being tested in personal and home care formulations. Chitosan – a material made by treating crustaceans' shells with sodium hydroxide – has been around for a long time, but we have developed a method of modifying it to give it enhanced properties."

As the prawn shells used to extract the chitosan would otherwise be disposed of as waste, the project could help make the production of many cosmetic and personal care products more environmentally friendly.

Chitosan is already used as an anti-ageing ingredient in several skin care products.

[Read more at cosmeticsbusiness.com](http://cosmeticsbusiness.com)



NATURAL INGREDIENTS INCREASINGLY IMPORTANT TO US CONSUMERS

A report by IBISWorld has revealed that non-toxic products are to become a priority for US hair and nail salon clients over the next five years to 2020.

The *Hair and Nail Salons in the US* report revealed that environmental concerns are expected to become more prevalent and this is likely to lead to salons offering a wider range of eco-friendly products, in particular non-toxic products.

Brittany Carter, Industry Analyst at IBISWorld, explained the reasons behind the increased interest in environmental issues: "Consumers are always looking for ways to boost their health and wellbeing. If you look at food trends, lots of companies are boasting an organic or all-natural label. This has carried over to the beauty aisle as studies in magazines and related media tout the harmful effects of parabens and toxic chemicals."

The report predicted that non-toxic products will be beneficial to industry revenue, as well as staff and clients, and so brings a possibility that the in-salon trend could also impact the wider US beauty service and retail industry, as Carter continued: "The effectiveness of all-natural products is improving and the price is going down, so you're seeing a lot more natural products both at the retail level and in the salon. Consumers are willing to pay a slight price premium to ensure their health standards are met, so offering all-natural products is a great way to differentiate and boost profit."

Carter added: "Europe has already banned several toxic chemicals that are still used in the US, so a large share of the all-natural movement has already come from the regulation side."

[Read more at cosmeticsbusiness.com](http://cosmeticsbusiness.com)



SUPPLIERS NEWS

THE GOLDEN TOUCH

Solev has created a new gold version of the iconic Nina bottle for Nina Ricci. Using an innovative varnishing process, the company has produced a version of the bottle with a metallic finish, pleated effects and lighting variations similar to that achieved with a hand-finished technique. A black graphic pad-printing added to the bottom finishes off the new look packaging.

[Read more at cosmeticsbusiness.com](http://cosmeticsbusiness.com)



FACING THE FINAL

Metsä Board has announced the eight cartons shortlisted for its 2015 Pro Carton ECMA Award. Two beauty brands have been shortlisted, including the Muller Soft Star Tissue by Mayr-Meinhof Packaging International. The face wipes are packaged in a round cylinder with an eye-catching print. Other finalists in the category include Hyaluron Cosmetics, K.T.K. Skincare and Finesse for its Lace Rose Box.



SIMPLER LIPPIE

Axilone has created an innovative lipstick packaging system. The One Hand lipstick uses a hinge mechanism, which makes it easy to open. To use, consumers simply need to raise the top and turn the mechanism through the



window using one hand.

Designed to appeal to multi-tasking consumers, the case is made with polypropylene and is finished with metal trimming in aluminium.

THE GEL APPEAL

Kyocera Corporation is using its decorative material, Kyoto Opal, in Kokoist's new range of gel nail products. The Kokoist Gem Gel Series uses Kyocera's quartz-grain material structure, identical to that of a naturally occurring opal, to add a unique shine to the nails. The material is available in a variety of hues and does not split or crack in the same way as a natural opal.

[Read more at cosmeticsbusiness.com](http://cosmeticsbusiness.com)



START OF A NEW SCENT

Amyris has developed a yeast strain ready to produce a new fragrance molecule at a commercial scale in less than 12 months. The company has started manufacturing the ingredient at its Brotas facility.

The ingredient was designed, engineered, and scaled for industrial use using the company's proprietary HI-RYSE technology.



NEW PRODUCTS

1 PARLUX has teamed up with Sofia Vergara for the launch of the actress' second fragrance. Following the success of Sofia, Love by Sofia Vergara (\$32 for 50ml) is a fruity, oriental fragrance with a sweet, seductive base. Top notes include mandarin and passion fruit, while middle notes feature magnolia and Colombian coffee flower. The base contains notes of vanilla and amberwood.
Launch: October

2 MOLTON BROWN has added a series of hand care products to its range. The new Alba White Truffle Regime includes a Hand Exfoliator (£14) and a Hand Treatment (£14), both infused with a white truffle extract. The exfoliator massages the hands, preparing them for the rich hand treatment. Both products are scented with gourmand fragrances including nutmeg and vanilla.
Launch: out now

Read more at
cosmeticsbusiness.com

3 THE BODY SHOP has added a new lotion to its Oils of Life range. Oils of Life Intensely

Revitalising Essence Lotion (£15) contains three seed oils and is designed to be applied to the face both morning and night after cleansing. It can be used in conjunction with facial oils, serum or cream.
Launch: out now

4 AMWAY has expanded its range of Artistry Signature Color cosmetics with new eyeshadow quads, powder blushes and eye pencils. The range includes Artistry Signature Color Blush (\$17.75), Artistry Signature Color Eye Shadow Quads (\$44.50) and Artistry Signature Color Longwearing Eye Pencil (\$19.85). Said to give consumers all the colours they need to experiment, the colours slot into refillable Artistry compacts. Artistry is one of the bestselling lines for Amway's direct selling business model.
Launch: Out now

5 L'ORÉAL PARIS is offering consumers a 'tailor-made' pink lipstick through its La Vie en Rose lipstick collection. Each of the five lipstick shades (£6.99 each) were inspired and named after one of the brand's

spokespeople. The collection includes Eva, Liya, Blake, Naomi and Helen – all composed by L'Oréal's colour designer Eva Yearn. The collection will be supported with an advertising campaign featuring singer John Legend reinterpreting the song *La Vie en Rose*.
Launch: October

6 ARDELL is launching a range of easy-to-apply false eyelashes in Superdrug. Press On Lashes (£8.45) include a patented flexible applicator, which contours to individual eye shapes. The pre-glued lashes are available in three styles and are said to be quick and simple to use with no need for glue or tweezers. The product is designed to appeal to first time

users, introducing more consumers to false eyelash products.

Launch: December
Read more at
cosmeticsbusiness.com

7 OPI is releasing a new collection of star-inspired shades in time for Christmas. The 18 limited edition colours (£12.50 each) include jewel tones, such as Ro-Man-ce on the Moon; earthy metallics, such as Comet Closer; and special glitters, such as Two Wrongs Don't Make a Meteorite. Each shade is available in both nail lacquer and GelColor formulas. All of the polishes feature OPI's exclusive ProWide Brush for easy application.
Launch: October

8 NAILS INC has introduced a new varnish reminiscent of a Christmas snowglobe. Nails Inc Snowglobe (£15) contains gold glitter set in a clear polish. The polish can be adjusted to provide less or more glitter coverage by shaking gently for a light dusting or more rigorously for heavier coverage. It can be used on top of another shade or alone for a simple frosting of glitter.
Launch: October

Read more at
cosmeticsbusiness.com





BLINKBROWBAR has named its first official UK Brand Ambassador: British model **NEELAM GILL**. Gill has worked with a number of high-profile brands as part of her modelling career including Burberry and Adidas. As well as featuring in campaigns for blinkbrowbar, Gill has also created an edit of her 'backstage essentials' with the blinkbrowbar team. The kit includes a selection of miniatures including eyebrow stencils, tweezers, a brow tamer, scissors and a mirror. Gill also attended the launch of blinkbrowbar's latest salon in Liberty's beauty hall. Blinkbrowbar Founder Vanita Parti said: "Neelam embodies everything that blinkbrowbar stands for – a natural British beauty and proud of her heritage."

Read more at cosmeticsbusiness.com



THE LATEST APPOINTMENTS

LVMH has announced the appointment of ex-Apple Director **IAN ROGERS** as Chief Digital Officer of the group. Rogers has previously worked as CEO of Beats Music and most recently worked on the launch of Apple Music after the company's acquisition of Beats. His appointment is understood to demonstrate that the luxury brand is taking digital platforms more seriously.

Read more at cosmeticsbusiness.com



Skin care brand **TIME BOMB** has announced **GEMMA CLARE** as its new Skin Care Expert and Brand Ambassador. Clare has extensive knowledge of nutrition, holistic therapies and lifestyle, and is a popular facialist for VIPs and industry leaders. She will work to create prescriptive skin care rituals and products for the brand.

NATALIE MASSENET has stepped down as CEO of online luxury retailer **NET-A-PORTER**. The company is due to be bought by Italian retailer Yoox, whose Founder, **FEDERICO MARCHETTI**, will now become CEO. Massenet had been lined up to serve alongside Marchetti as Executive Chairman.

TRIA BEAUTY has named its new General Manager, Europe and Middle East Regions as **JAMES FAULKNER**. Faulkner has previously worked for HoMedics and Newell Rubbermaid and has extensive experience in building consumer brands, growing wholesale channels of distribution and overall general management. His leadership will oversee operations and sales as the company looks to expand.

ASOS Founder and Chief Executive **NICK ROBERTSON** has stood down after 15 years with the online retailer, taking it from start-up to global success. He will be succeeded by **NICK BEIGHTON** who has been working for the company as Chief Financial Officer since 2009. New recruit **HELEN ASHTON** will replace Beighton as Chief Financial Officer.

Read more at cosmeticsbusiness.com



CHANEL RESEARCH AND TECHNOLOGY has announced **EMI NISHIMURA** as the winner of its 2015 CHANEL-CE.R.I.E.S. Research Award. Nishimura is Professor and Chair at the Department of Stem Cell Biology, Medical Research Institute at the Tokyo Medical and Dental University, Japan.






IS IT A WASTE OF RESOURCES TO USE FOOD IN COSMETICS?

With poverty and food shortages an ever-present, global problem, should we really be using food in cosmetics?

The kitchen table has long been a source of inspiration for cosmetic products. Say the words 'broccoli', 'blueberry' and 'kale', and now consumers are increasingly linking these ingredients to their latest cosmetics and personal care purchases – not just their cookbook recipes.

The trend for food-inspired formulations is going mainstream and the benefits of this approach have been shared widely, and not just by natural beauty aficionados; many food-based ingredients have had clinical backing. UK brand Oat Cosmetics specialises in creating active cosmetic ingredients using oats, which are known for their soothing and anti-inflammatory properties when used on the skin. Meanwhile, US brand Yes To has created entire ranges based on food ingredients with known antioxidant properties such as carrots and blueberries. This year, Nails Inc launched its NailKale NailBright product, which not only taps into the rising food trend for kale, but also bee pollen, a popular health food.

But whether or not the use of food ingredients is beneficial in formulations, using edible ingredients in cosmetics raises serious sustainability and ethical questions. Is it right to grow food crops for use in cosmetics when a significant percentage of the global population is suffering with hunger? *CBN* asks the panel...

Join the discussion: [@cb_beautynews](#) #whatstrending 

OVER TO THE PANEL



YES

"The food industry produces a significant amount of agricultural waste and by-products. It would be more sustainable to use these non-edible materials in cosmetics, rather than food ingredients. One brand that has been successful with this is Caudalie; the brand uses ingredients from grapevines and another example is O'Right, which produces natural skin care and hair care products from recycled coffee grounds."

Amarjit Sahota, President, Organic Monitor



NO

"The therapeutic properties of some food ingredients make them an essential ingredient in cosmetics. If a food ingredient can help skin health naturally and without chemicals and side effects, how can it be a bad thing? Many consumers do not want to use the steroids prescribed by their GP on children's eczema. These customers are happy to find a natural alternative that will improve the skin health and wellbeing of their children."

Meghna Patel, UK Distributor of Hope's Relief Skincare



NO

"With an increasing consumer demand for safe, sustainable and truly efficacious cosmetics the use of trusted food derived ingredients is on the increase. There are concerns that this may result in arable land being used for non-food production, but the reality is that the area of land used for cosmetics is so small that it has no impact on food production levels."

Cark Maunsell, Managing Director, Oat Cosmetics and Oat Services Ltd

