

COSMETICS BUSINESS

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Damian Hurley poses with Irina Shayk for Pat McGrath Labs



VILHELM PARFUMERIE has announced the September launch of its latest scent Chicago High. The fragrance (€210 for 100ml) is inspired by the 'wild celebrations' of Jay Gatsby during the peak of the 1920s.

Structured in the style of a classic early 20th century perfume, the scent is said to serve as a time machine, transporting the wearer back to the roaring twenties. Notes include champagne, pineapple, honey, tobacco and leather.

Jan Ahlgren, Vilhelm Parfumerie's creator, said: "I wanted to express that effervescent feeling of a time period that was drawing to a close, but also the idea that there were hidden depths to all that glamour."

BOOTS TO SLASH 4,000 JOBS AS SALES NOSEDIVE

The high street retailer has suffered from store closures due to the pandemic

High street pharmacy chain Boots has confirmed that 4,000 jobs will be axed from its workforce, as it grapples with the aftermath of reduced footfall and decreased sales due to Covid-19.

The Walgreens Boots Alliance-owned retailer said reduced footfall and shuttered stores had severely impacted sales, which decreased by almost 50% in Q3.

According to the retailer, the most significant impact of Covid-19 was experienced in the UK market, meanwhile sales were adversely impacted by approximately US\$700m to \$750m, and stemmed almost entirely from the company's non-US businesses.

In response, a consultation process is underway ahead of a "significant" restructuring of Boots' head office, store and opticians teams.

"The proposals announced today are decisive actions to accelerate our Transformation Plan, allow Boots to continue its vital role as part of the UK health system, and ensure profitable long-term growth," said Boots' Managing Director Sebastian James.

"In doing this, we are building a stronger and more modern Boots for our customers, patients and colleagues. I am so very grateful to all our colleagues for their dedication during the last few challenging months.

"They have stepped forward to support their communities, our customers and the NHS during this time, and I am extremely proud to be serving alongside them."

Boots said it will continue to review and adopt its transformation plan as the effects of the pandemic become clearer.

The news was announced on the same day that department store chain John Lewis revealed it planned to permanently shutter eight more stores, putting 1,300 jobs at risk.

COSMETICS BUSINESS NEWS

20 July 2020

Issue 27

cosmeticsbusiness.com

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ISSN 2057-1984

BRITAIN'S BEAUTY SALONS GIVEN THE GREEN LIGHT TO REOPEN AFTER LONG CLOSURES

After months of closure, beauty salons in the UK have finally been given the go-ahead to welcome back customers.

The announcement, made earlier this month by the government's Secretary of State for Culture Media and Sport, Oliver Dowden, allows most beauty service providers to carry out treatments once again.

Speaking at the coronavirus daily briefing, Dowden said: "Having allowed hairdressers to reopen, beauticians, tattooists, spas, tanning salons and other close contact services can now do the same."

However, the professional beauty industry will not be able to return completely back to normal as, according to the new government guidelines, only services that are not carried out directly in front of the face will be available to consumers.

This will restrict face waxing, eyelash treatments, make-up application and facial treatments, until further guidance is given.

The Conservative Party has also said that where two metre social distancing cannot be

maintained, those providing the service should wear further protective equipment, such as a visor, or install a screen or other barrier.

Millie Kendall, CEO of The British Beauty Council, said the decision was a "positive step".

She commented: "The decision to broaden the scope of available hair and beauty services will allow many more beauty

professionals to get back to work, and will also allow customers to benefit from a range of beauty treatments, which can be carried out safely for both client and practitioner."

Kendall added: "It's a positive step, but we are still only part of the way there. "We will keep working closely

with governing bodies and supporting everyone in beauty until we are able to achieve the fully-reinvigorated beauty industry we all want."

In recent weeks, the government has been met with growing pressure from industry bodies and professionals to reopen more beauty-related services, after hairdressers were given the green light to welcome back customers last month.



INTERCOS BUYS REMAINING 50% SHARE IN SHINSEGAE INTERCOS

Italian beauty manufacturer Intercos has become the sole stakeholder in Shinsegae Intercos Korea, after Shinsegae International sold its 50% share in the joint venture.

Shinsegae International sold 3,356,654 shares, equivalent to 50%, in Shinsegae Intercos Korea to its partner Intercos for ₩17.22bn (US\$14.4m), according to *Pulse News Korea*.

Shinsegae owns two cosmetics brands Yunjak and Vidi Vici, which have been manufactured by the joint venture to date.

The brands will continue to be supplied by Shinsegae Intercos Korea, despite the sale.

Shinsegae Intercos Korea is a joint venture that was set up in 2015 between the two companies.

The partnership aimed to boost Intercos' presence in Asia, one of its key markets, and included the opening of an innovation and production facility in South Korea.

At the time, Anna Dato, Marketing Manager for Intercos' Asia division, told *Cosmetics Business*: "The facility will help us tap into the beauty trends coming out of Korea – the biggest beauty influencer in Asia.

"There, we will create innovative, new beauty products for both Asian and global consumers. It will also strengthen our presence in East Asia and bring us closer to the Chinese market."

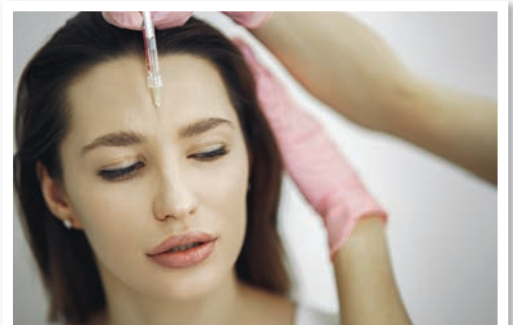
Allergan attempts to block sale of injectables competitor in US

The US' International Trade Commission (ITC) has sided with pharmaceutical goliath Allergan in an attempt to block the sale of a Botox competitor in the US market.

In the case filed by Allergan in January 2019, the firm accused Daewoong Pharmaceuticals, a South Korean bioengineering company, of creating a product, called Jeuveau, that will "directly compete with Botox and undercut Botox significantly".

Despite a retaliation from Daewoong, the judge sided with Allergan that the firm violated section 337 of the Tariff Act 1930.

While the decision will not have any effect on the trade or sale of Jeuveau in the US, Daewoong will petition the ITC to review the initial decision.



FASHION BRAND SERGIO TACCHINI INKS DESIRE FRAGRANCES PERFUME DEAL

Fashion brand Sergio Tacchini, founded by the Italian tennis player, has signed an agreement with Desire Fragrances to develop new perfumes for men and women.

The licence agreement will include distribution into more than 20 new markets including Germany, the UK and US.

Antonio Lemma, Desire Fragrances Inc President, said: "With both companies entering the partnership and being from Italy, there is an authentic synergy from the start, and we will capitalise on that component to create exciting new products taking inspiration from Tacchini's rich history.

"Combining Sergio Tacchini's brand heritage and worldwide recognition, along with Desire Fragrances Inc's expertise in the beauty industry, we look forward to a new chapter for Sergio Tacchini fragrances."

The clothing brand already sells a number of fragrances, such as Sergio Tacchini Club and Stile, which will all undergo a packaging and branding refresh.

Desire Fragrances already holds fragrance licences for a number of high-profile clients including Tonino Lamborghini, Alfa Romeo, Disney and Marvel.

Investor and CEO, Howard Cohen, added: "There is unwavering passion for the Sergio Tacchini brand. With renewed energy across the globe and new partnerships like this, the brand is well-positioned for a resurgence."

On the partnership, he added: "We look forward to working with Antonio and the entire Desire Fragrance team, who are proven experts in the fragrance space."



NEWS IN BRIEF



ARYBALLE, the digital fragrance company, has raised €7m in a new global funding round. With its total funding pot now worth €17m, the French creator of the NeOse Pro 'digital nose', which launched in 2018, is a specialist in collecting and analysing odour data to help companies make strategic business decisions. The latest funds stem from investors across Europe, North America and Asia, and include new backers Samsung Venture Investment Corp and Seb Alliance. The funding will be used by Aryballe to expand its manufacturing operations to meet demand for its latest odour sensor.



THE TOP BEAUTY AND PERSONAL CARE product claims of 2019 have been revealed by global market analyst Euromonitor International.

Appearing on the highest percentage of total online skus, at 3.3%, were products carrying the claim 'natural'.

This was followed by the claim 'hydrating', accounting for 3.2% of skus, and 'no parabens', a claim found on 2.8% of skus.

Looking at the colour cosmetics sector specifically, 'natural' wording still dominated new product launch claims, appearing on 1.9% of total online skus. The next most popular claim made was 'no parabens' at 2.2%, followed by 'vegan' at 1.9%.

In the hair care category, Euromonitor revealed that the top five brands with the most natural claims on skus included: Jäsön, Khadi, Davines, Garnier Ultimate Blends and skin care brand Lavera.

COSMETICS BUSINESS UNVEILS NEW SUBSCRIPTION PACKAGE

Following recent feedback from you, our readers, *Cosmetics Business* is pleased to announce that exciting upgrades are coming to your subscription, adding value and including new subscriber benefits.

From September, *Cosmetics Business* print subscribers will be upgraded to the *Cosmetics Business Plus+* package, which includes unlimited access to all *Cosmetics Business* print and digital content for your team.

Subscribers will receive an automatic multi-user licence for team members within a single country.

This will grant access to all premium content featured on cosmeticsbusiness.com; usernames and passwords will be sent automatically on 1 September.

Plus+ subscribers will also receive exclusive breaking news email alerts to your inbox directly from *Cosmetics Business*, giving you priority access to breaking industry news written by our team of award-winning journalists.

In addition, the weekly *Cosmetics Business News* publication will be replaced by the monthly *Cosmetics Business* magazine, featuring an improved reader experience with cutting-edge content and a brand new design.

Your last *Cosmetics Business News* (issue 28) will be published on 27 July 2020.



COTY is continuing its leadership team expansion with the appointment of a new Chief Corporate Affairs Officer. The role, which was held by Esra Erkal-Paler until the end of last year, will be taken on by Princess Anna von Bayern, known as Anna von Bayern (pictured). Von Bayern is a journalist, moderator and author; her books include a biography of German politician Wolfgang Bosbach. She said: "I am thrilled to be a part of this next generation of leadership at Coty, guiding the team through a time of fundamental change." Having started and anchored the first political talk show at German media group BILD, *Die Richtigen Fragen*, von Bayern's style is described as 'conservative-cosmopolitan'.

NEWS IN BRIEF

**ESTÉE LAUDER COMPANIES** is

encouraging its employees to register and participate in the voting process, ahead of the Presidential election on 3 November. The owner of Bobbi Brown, Clinique and Jo Malone London, has launched a US-wide employee-led Civic Engagement Task Force, which will initially focus on the voting process. The company has also become the first beauty firm to join the Civic Alliance, founded by non-profit Democracy Works and CAA Foundation, which works with the entertainment industry to create positive social change. The Alliance aims to support member companies, which also include Target, Starbucks and Microsoft, to participate in elections.

SHINSEGAE INTERNATIONAL has

acquired the skin care brand Swiss Perfection Montreux, according to *Pulse News Korea*. The South Korean company, and owner of the Yunjak and Vidi Vici brands, reportedly plans to expand Swiss Perfection's footprint into Asian markets. With a focus on building the business in Korea early next year, Shinsegae is said to be plotting a Chinese expansion within three years. Swiss Perfection Montreux sells a range of premium skin care products that include vegetal cellular extraction technology.



FROM 'BOMBS' TO BOTS: WHAT IS BEING DONE ABOUT FAKE BEAUTY REVIEWS?



Beauty brands and retailers are increasingly going to great lengths to provide their shoppers with engaging and fulfilling routes to purchase.

From social content to personalised marketing and enhanced website features, buying cosmetics and personal care products in the digital world is not only designed to be convenient, but also memorable and, importantly, fun.

Suspecting foul play is usually at the bottom of a consumer's list as they trawl search engines, user-generated comments or review sites to find their ideal product purchase.

And yet, 47% of US and 37% of UK consumers and have been duped into buying a health or beauty product on the basis of an inaccurate or fake review, according to review website Trustpilot.

The source of fake reviews

While bots are the source of some fake beauty product reviews, other times humans are to blame, as Zach Pardes, Trustpilot's Director of Advertising & Communications, North America, told *Cosmetics Business*.

"Fake reviews are generated in a variety of ways," he said. "There are bot-based fakes, where programmes are written to generate fake text and post it to review platforms.

"There is also human-based manipulation, and in fact individuals and small groups spring up all the time that sell fake reviews as a service."

Trustpilot anticipates that about 2.5% of suspicious, manipulated or fraudulent reviews skirt past its defences – a figure it considers relatively low.

Pardes added: "We invest millions of dollars into two key areas of our business: our machine learning technology and our human-powered content integrity team. Our highly trained investigators sit across the globe and not only

play defense by snuffing out inauthentic content but also go on the attack, proactively auditing random businesses that use Trustpilot to ensure they are using it in the right way."

Where does the law stand?

But the average online beauty consumer is, according to Pardes, not "particularly good" at identifying fakes based on textual evidence alone, with 43% unable to spot a fake review.

And in the fast-moving world of social media, this rings true more than ever.

In 2016, the UK's Competition and Markets Authority (CMA) lodged its first legal case against a company, Total SEO, for posting more than 800 fake reviews.

Since then the government body has upped its surveillance of online retailers. In May this year, it launched an investigation into several major websites to see whether they are doing enough to protect their shoppers from fake and misleading reviews. Among those were social media behemoths Facebook, eBay and Instagram.

A homegrown problem

Of course not all review platforms are created equal, either. Some allow businesses to 'hide' ratings they do not like, while others only let invited reviewers post to their website.

And then there is the phenomenon of 'review bombing' – when a brand purposefully posts a fake review to another brand's website in order to negatively harm that brand's product sales.

Pardes revealed: "When this happens, we issue an alert to consumers warning them of potential foul play and investigate the situation at hand.

"We take this type of manipulation seriously, and can and will kick companies off our platform."



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

Jeffree Star collaborated with Morphe to launch the Artistry Palette last year



MORPHE SEVERES TIES WITH YOUTUBER JEFFREE STAR

Cult make-up brand Morphe has severed ties with beauty YouTuber Jeffree Star.

The decision was made after multiple influencers from the cosmetics community came forward to demand action from the company, after Star found himself embroiled in claims of racism. He has also been accused of harassing fellow beauty YouTuber 21-year-old James Charles.

The statement released last week read: "Today we've made the decision to cease all commercial activity related to Jeffree Star and affiliated products. We expect this to conclude within the coming weeks. As we look to the future, we will continue to share updates on what lies ahead for the Morphe brand."

To date, Star has released two collaborative collections with the brand, which are still available on the brand's UK site.

Beauty influencer and YouTuber Jackie Aina was one of the first to publicly speak out against the brand and distanced herself from Morphe, after its decision to work with Star. Aina has partnered with Morphe on promotions for its eyeshadow palettes and foundations in the past.

She wrote on Twitter: "Hey boos, as some of you may know as of this week I will no longer be a @MorpheBrushes affiliate. Code 'EDGES' has [been] deactivated. I refuse to align myself with a company that continues to retail antiblack racist beauty brands. I strongly encourage other influencers to do the same."

Star has remained silent on all of his social media channels since the brand's announcement was made. The 34-year-old has a combined following on YouTube, Twitter and Instagram of 40.6 million.

WHAT SHOULD MORPHE DO NEXT?

"REGAIN CONSUMER TRUST"

~ Lucy Tandon Copp, Editor

"In today's social media driven world, being able to act quickly and acknowledge wrongdoings is a quality that consumers will respect. Now Morphe needs to focus on regaining consumer trust. Signing another influencer may seem disingenuous; Morphe needs to consult its consumers and find meaningful ways to rebuild its reputation."



"BE CLEARER ON STANDING"

~ Becky Bargh, Reporter

"Influencer marketing can be a double edged sword. By brands aligning themselves with a particular person it can sometimes do more harm than good. In Morphe's case, given the severity of the allegations made against Star, the brand should be clearer on its standing. For some customers it is not enough just to cut ties; they want it to make its opposition explicit."

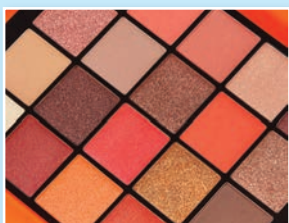


NEWS IN BRIEF



BOOTS has expanded its wellness category with a new partnership. Customers will now be able to shop a range of products from CBD brand Kloris in store and online. Joining the retailer's line-up of wellness products is the brand's 500mg and 1,000mg CBD Drops, CBD Balm and Superboost Face Oil (from £12). Kloris is the brainchild of three friends, who all used CBD for different health reasons, and wanted to launch a science-backed brand. The brand hit the market in 2018 with three hero products. Today, it offers more than 15 products in its portfolio across bath, body and skin. "We are thrilled to have been given an opportunity to introduce more people to Kloris and our quality, science-driven range," said Kloris' co-founder Kim Smith.

MUA has landed a retail deal with e-commerce site Beauty Bay. The brand has selected 148 products to sell online, including its best-selling Shimmer Highlighter, Matte and Satin Lipsticks, and eyeshadow palettes. MUA joins the pure-play beauty retailer's portfolio of brands across skin care, make-up, bath and body, wellness and hair care. "This is an exciting move for us and one we're really delighted to see launch," said MUA's Marketing Director, Siobhan McCarthy. "Beauty Bay is such a dynamic and trend leading beauty retailer and we know their incredibly engaged and experimental customer base will resonate with the brand."



AMOREPACIFIC the South Korean beauty giant, has launched its skin care brand Sulwhasoo into India. The company already sells its innisfree, Laneige and Etude brands in the country through retailer Nykaa.

Sulwhasoo, with formulas based on Korean ginseng, will launch as part of an exclusive retail partnership through Nykaa Luxe, hitting shelves in mid-August in Delhi and Mumbai by the end of the year. It is already available online.

Michael Youngsoo Kim, Head of Amorepacific APAC RHQ, said: "While Innisfree, Laneige and Etude brands are running active on Nykaa, a leading retailer in the Indian beauty market, we are pleased adding Sulwhasoo will bring luxury skin care to our Indian consumers – with over 50 years of experience in the brand history."



JOHN LEWIS JOBS AT RISK AS STORES SET FOR CLOSURE

John Lewis has said it will not reopen eight of its UK shops in order to safeguard its future.

The fashion, beauty and homeware retailer has earmarked two full-sized department stores at Birmingham's Bullring and Watford's intu shopping centres for closure.

John Lewis At Home shops in Croydon, Newbury, Swindon and Tamworth will also close permanently, alongside two of the retailer's smaller stores at Heathrow airport and St Pancras train station in London.

The announcement is expected to affect around 1,300 jobs, but John Lewis has said it will attempt to find new roles within the company where possible.

"Closing a shop is always incredibly difficult and today's announcement will come as very sad news to customers and Partners," said John Lewis' Chair Sharon White.

"However, we believe closures are necessary to help us secure the sustainability of the Partnership and continue to meet the needs of our customers however and wherever they want to shop."

Beauty retailers make top 50 on UK Customer Satisfaction Index

Beauty retailers have ranked in the top 50 of the UK's Customer Satisfaction Index (UKCSI).

The highest placed among was A.S. Watson-owned store Superdrug, which came in joint 21st place with McDonalds. The health and beauty retailer jumped more than 40 places on July 2019, with its score improving of 1.9 to 81.5.

Also landing in the top 50 was Holland & Barrett in 31st place, with a satisfaction score of 80.8. Department store giant John Lewis was crowned the most satisfactory retailer by its shoppers, despite no change to its 85.3 score in 2019. The retailer was hailed for its customer ethos, emotional connection and ethics.

Amazon.co.uk, which has increasingly added to its beauty portfolio, was also placed in joint sixth with a score of 83.3.

"The evidence from the UKCSI suggests that while the overall trend in customers' satisfaction has remained flat, the Covid-19 environment has produced variable impacts across sectors, organisations and customer groups," the document read.



**Tossban Ramgolam is
Pre-Sales Consultant at
protection specialist Incopro**

“**C**osmetics sales are on the rise, with the industry recording growth of 5% in 2018 – that’s its highest in two decades.

By 2024, the market is expected to be worth US\$863bn. Cosmetics are therefore seen as an enticing opportunity for counterfeiters looking to exploit high consumer demand.

Skin care is the leading category accounting for 36% of the global market and is seen as one of the most profitable avenues to bad actors.

Cosmetics and pharmaceutical products made up 6.5% of all counterfeit seizures in the US in 2017, estimated to be worth \$69m.

Hidden dangers

Counterfeit cosmetics are often manufactured in unsanitary conditions where bacteria is able to thrive.

Seized goods have been found to contain toxic materials such as cyanide, arsenic, lead, mercury and, in some cases, even rat excrement.

These harmful ingredients will cause skin irritation, rashes or infection and many are linked to a higher risk of cancer.

Each cosmetic good must detail its ingredients within the International Nomenclature of Cosmetic Ingredients (INCI) to ensure regulatory compliance.

To avoid detection by more savvy consumers, counterfeiters display the INCI list of the official product. This, in turn, masks the true ingredients from the consumer, putting them at risk of coming into contact with these dangerous ingredients.



HOW FAKE BEAUTY IS ENTERING HOMES

From social media sites to seemingly reputable third-party sellers, market entry routes for counterfeit cosmetics are becoming more sophisticated day by day

Social media selling

The skin care market accelerated dramatically in 2018, with the industry crediting this to the expansion of the ‘upper middle classes’ globally and, most specifically, in Asian markets.

MAC Cosmetics leads the charge with its social media following on Twitter and Instagram. Whereas Eisenberg Paris has the largest social real estate on Facebook.

Unfortunately for brands, counterfeiters are also highly active on social media and infringers have moved to where consumers now make purchasing decisions,

advertising fake goods within paid ads and sponsored posts.

Grey marketplaces

The global popularity of online third-party retailers who regularly discount cosmetic goods, such as Sephora and Ulta, and individual marketplaces including Wish, can cause headaches for brands.

While legitimate products are available on these marketplaces, they also play host to a range of counterfeit products that are not fit for use. FragranceNet is a platform operating in the grey market space that offers ‘vintage’, out of stock, discontinued and

discounted luxury perfumes.

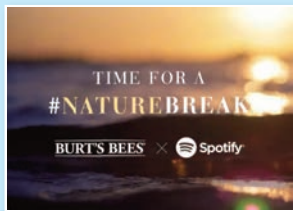
The platform has been accused of selling used or opened perfumes in customer reviews, and is believed to have sold counterfeits.

Targeted enforcement

Brands must act to ensure that consumers are protected online. Case law exists for brands operating in the pharmaceutical and medical device markets who have been deemed to be aware of black or grey market goods but have taken insufficient action.

To read more, visit [cosmeticsbusiness.com](https://www.cosmeticsbusiness.com)

NEWS IN BRIEF



BURT'S BEES has introduced its first playlist to help consumers beat lockdown blues. The new Nature Break playlist is said to bring nature inside with a host of sounds to help listeners relax. The playlist includes sounds of birds singing, waterfalls, thunderstorms and coyotes howling. "Being in and around nature not only makes us feel better emotionally, it also contributes to our physical wellbeing," said Gemma Kennedy Assistant Brand Manager at Burt's Bees.



OUTSPOKEN BEAUTY, the podcast run by Beauty Editor and Radio Broadcaster Nicola Bonn, has announced it will launch a new series with listeners as the stars of the show. The 'Outspoken' series will feature members of the Outspoken Beauty community sharing stories of their own lives and businesses, as well as conversations around beauty products and brands. Bonn said that lockdown has emphasised how isolated some women feel when talking about issues that matter to them. "Like so many women, I understand what it means to feel unable to speak up about the 'taboo' issues around beauty and wellness. I've interviewed hundreds of incredible industry thought-leaders and learnt so much."

ZARON COSMETICS ISSUES CASTING CALL FOR 100 BRITISH WOMEN OF COLOUR

African make-up brand Zaron Cosmetics is looking for 100 British women to front its debut campaign in the UK.

The casting call by the Nigerian company, said to be the continent's fastest growing make-up brand, is asking for female consumers of 'all shapes, sizes and ethnicities' to front the launch.

In return, the women will receive £120 worth of the brand's make-up products and a 35% commission on any product sales, rising to 45% after they exceed 100 sales.

Oke Maduwesi, founder and Managing Director of Zaron Cosmetics, first developed the brand while studying at the University of Leeds, UK, which is now available in Kenya, Ghana, Uganda, Zimbabwe, Sierra Leone, Ivory Coast, Cameroon and the US.

Speaking about the call up, Maduwesi said: "The move into the UK market will bring it full circle back to its country of conception.

"It's very important to me that the women we choose to represent us buy into our ethos."

She continued: "They will form a key part in reaching women in the UK with our messages and will be able to build businesses of their own through our brand."

However, Maduwesi has clarified that the recruitment drive made by the brand is not a pyramid scheme.

"This is make-up created by a woman of colour for the woman of colour," she added.

"Often when other cosmetics companies offer darker shades, they are too orange, too red or look ashy, flat and muddy on the skin, neglecting the diverse range of undertones that foundations should cater to."



NIVEA has topped a ranking of the UK's most popular lockdown beauty brands, experiencing a 132% spike in online searches from April to May.

The Beiersdorf-owned brand was singled out in money.co.uk's *Brand-a-Lust Report*, after analysing more than 370 of the UK's top beauty brands from YouGov's Consumer Popularity Ratings.

Nivea was closely followed by brands including The Body Shop, which saw 130% more searches during lockdown, while Edgewell's Wilkinson Sword was up 115%.

The top five was rounded out by Vaseline, which experienced a 106% boost in searches, and Charlotte Tilbury, with customer searches up more than 100%.

Salman Haqqi, a finance writer for money.co.uk, told *Cosmetics Business*: "Skin and sun care brand Nivea topped our lockdown beauty brand lust list, with 132% more searches during lockdown when compared to the start.

"The Nivea brand was first seen in the UK in 1911, so it has great brand awareness and trust across the country for offering an affordable, quality product range."

Despite not all brands seeing an uptick, beauty saw an average increase of 14%, amassing 5.4 million searches per month.



Superdrug throws weight behind anti-bullying

A.S. Watson-owned retailer Superdrug has thrown its weight behind an anti-bullying initiative on social media sites.

In a new partnership with Ditch the Label, an anti-bullying charity, the beauty retailer is reminding its customers to #BeKind when commenting on other people's posts online.

As part of the pledge, from this month, Superdrug will send a message to any negative or hateful comments on its social media platforms.

The message will read: "At Superdrug, we want our social spaces to be a positive experience for everyone. We won't tolerate cyber bullying or unnecessary, hurtful comments.

"We'd like to ask that if you have nothing nice to say, that you don't say anything at all. Please be kind to each other and keep your comments section a safe space for everything. #Bekind."

The initiative has been backed by *Glamour* contributor Simone Powderly and YouTuber Georgia Rankin, who has skeletal dysplasia.

"At Superdrug we are proud to provide a safe space for our customers and staff, both in store and online," said the retailer's Head of Marketing Gemma Mason on the initiative.

"We are excited to be working with Ditch the Label to enable us to continue to encourage positivity and kindness" she added.

BEIERSDORF AND WERNER & MERTZ DEVELOP INDUSTRY STANDARD FOR WASTE PLASTIC IN COSMETICS PACKS

The two companies aim to reduce uncertainty in the cosmetics market and help recycling firms and manufacturers

Beiersdorf has partnered with recycling specialist Werner & Mertz to create an industry standard for the use of mechanically recycled waste plastic in cosmetics packaging.

The two companies, together with the Fraunhofer Institute for Process Engineering and Packaging (IVV), drew up an inventory of existing recyclates on the European market.

They were then able to compare this inventory with requirements for cosmetic packaging in order to define a standard to help recycling companies and manufacturers.

A key finding included that cosmetics manufacturers should consider recyclability when creating a product's design so that detachable packaging components can allow separation during the recycling process.

Michael Becker, Head of Global Packaging Development, Beiersdorf, said: "In our efforts to further increase the proportion of recycled material in our plastic packaging, we as a manufacturer face the challenge that suppliers are insufficiently prepared for our material requirements.

"It quickly became clear that we had to provide support in the development of high-quality recyclates, especially in defining quality requirements."

Meanwhile, Immo Sander, Head of Packaging Development, Werner & Mertz, added: "We have proven that mechanical recycling is a viable route for high-quality secondary plastic materials.

"Our findings are forward-looking and intended to give all players more security.

"If many companies follow our example, demand will be increased, which will accelerate investments in processing plants and make the repeated use of plastic waste more economical.

"This then benefits not only the companies but protects our environment."



A SOLUTION TO ROUGHNESS: KAO PROVES HIGHLY OCCLUSIVE FORMULA EFFECTIVE AS LIP BALM

The maker of Molton Brown and Kanebo Cosmetics, Kao Corporation, has developed a new lip care formula that was found to 'greatly improve' lip roughness.

New research was carried out by the Makeup Research Laboratories of Kao Corporation and published in the *International Journal of Cosmetic Science*.

The lips are an area of the human body that can easily become dry and rough. As there are no sebaceous glands at the boundary between the oral mucosa and skin, oil is not secreted to cover the surface. As a result, water evaporation is more likely to occur from the stratum corneum of the lips than from other skin types, and many people express concern about dryness and chapping.

While studies have been conducted to determine factors that improve lip roughness, the contributions of the occlusivity of a coating film to lip roughness improvement have largely remained unexplored by researchers.

To prove its effectiveness, a highly occlusive lip balm – consisting of common oil and wax – was tested on 20 Japanese female subjects who had concerns about dry lips.

The results showed that after two to four weeks, participants that used the new formula had a reduced roughness and wrinkle score.

Meanwhile, participants' hollow index was also 'significantly improved' after four weeks of applying the new formula.

"No deep vertical wrinkles or dents observed," read Kao's study. "Although lip balm is generally used for lip care, improvement effects based on its occlusivity characteristics have not been previously revealed."

It continued: "The present results clarified that the occlusive property of coating film has great effects to improve lip roughness." The cosmetics firm added that it would apply these findings to develop new lip products.



NEW PRODUCTS

1 FOREVER LIVING has revealed a new serum combining four types of hyaluronic acid. According to the brand, the hyaluronic acid varieties play a key role in delivering intense hydration by replenishing water on the surface of the skin and retaining moisture from the inside. This is said to improve skin elasticity and visibly plump skin. The Hydrating Serum's (£34) formula is also blended with its hero ingredient aloe vera, as well as white tea, mimosa bark, tamarind and snow mushroom. This combination shields skin from environmental stressors and minimises the appearance of fine lines and wrinkles. Meanwhile, the quick-absorbing formula is said to be light on the skin.

Launch: out now

2 NATURA SIBERICA has launched a new skin care line to join its product portfolio. The 33 new skus (from £7.50) will join the brand's five key collections and harness five ingredients for their claimed skin-benefitting properties. These include aralia mandshurica, for dry and dull skin; sophora khakassia, suitable for oily and combination skin; snow cladonia to tackle signs of ageing; rhodiola rosea, to be used on sensitive skin; and kuril tea, which is suitable for all skin types. Available in the collection are face masks, tonics, serums, scrubs, peels and

creams. The products are also said to contain polyunsaturated fats, vitamins E and F, and hyaluronic acid.

Launch: out now

3 FLAWLESS BY GABRIELLE UNION formerly known as Flawless, has been relaunched with the help of celebrity hairstylist Larry Sims and is said to feature a range of protein-rich and hydrating ingredients. Hero components of the 12-sku line include Brazilian bacuri butter, coconut oil, biotin, Amazonian prequi oil, Himalayan moringa oil, rice oil complex and African shea butter. "This collection is very important to me because I fully encourage self-expression and authentic ownership of personal style," said Union. "Wanting to try different hairstyles as a component of that shouldn't mean compromising the health of your hair, nor breaking the bank with expensive products." Products in the line include conditioning treatments, masks, creams and sprays (from US\$4).

Launch: 3 August

4 JO MALONE has revealed its second collaboration with interior artist Martyn Thompson for a new design-led collection of home scents. Earlier this year, the Estée Lauder Companies-owned brand teamed up with the

acclaimed fashion photographer on the first of the Design Edition, featuring a range of candles. This second collaboration comprises two Ceramic Diffusers in the brand's English Pear & Freesia and Lime Basil & Mandarin scents (£84 each). Each of the ceramic designs are said to have been crafted by renowned British ceramic producers in Stoke-on-Trent, UK.

5 INSTITUT ESTHEDERM has reinvented its Vitamin C cream with a new formula. The revamped Vitamin C Gel-Cream (£64) blend is said to be light on skin without leaving it feeling greasy or with a sticky finish. The product can be used on all skin types, and is designed especially for those with uneven skin tone and dark spots. It is claimed to restore skin's radiance by protecting cells from damage caused by free radicals, thanks to its key ingredient vitamin C. To use, consumers should apply to a clean, dry face in the morning and evening.

Launch: out now

6 KYLIE SKIN has added a new sunscreen product to its portfolio. The new Broad Spectrum SPF 40 Face Sunscreen (US\$28) boasts a range of skin-benefitting ingredients, such as shea butter,

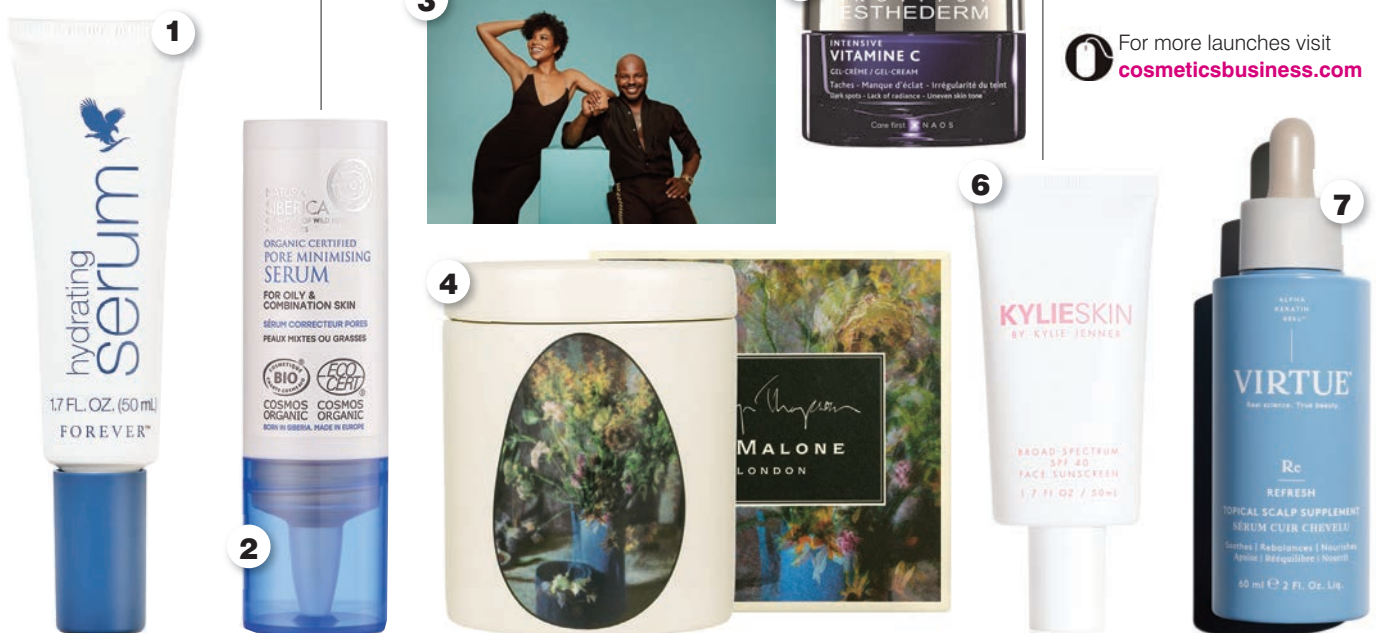
meadowfoam estolide and *Laminaria hyperborea* extract, to not only protect skin from UV rays but condition and hydrate. *Himantalia elongata* extract, a natural algae extract, found in seaweed, has also been harnessed to provide a boost of vitamin A, C and E, along with amino acids and natural minerals, to help restore skin's moisture levels. Speaking about the launch, the 22-year-old beauty owner said: "Sunscreen is such an important part of my routine. We should all be applying [it] every day. My new Broad Spectrum SPF 40 Face Sunscreen is my final step in my skin care routine and makes an amazing base for my make-up." The brand recommends applying liberally to the face and neck 15 minutes before sun exposure and reapplying every two hours.

Launch: out now

7 VIRTUE has introduced two new scalp treatment products designed to leave the scalp healthy and encourage stronger hair. The new Exfoliating Scalp Treatment (£44) is said to address the evolving scalp microenvironment by exfoliating and removing dirt, oil and dead skin cells. To use, consumers should apply to the hair and scalp after shampooing. Meanwhile, the Topical Scalp Serum (£51) should be applied at night time onto the scalp and massaged through to the ends.

Launch: out now

For more launches visit [cosmeticsbusiness.com](https://www.cosmeticsbusiness.com)





British MUA **PAT MCGRATH** has hired actor and model **DAMIAN HURLEY** to appear in a second campaign for the brand. The 18-year-old made his debut in the modelling world with the brand last year alongside famous faces including Sonjdra Deluxe, Zhengyang Zhang and *Ru Paul's Drag Race* winner Violet Chachki. In his new appearance, the son of British businesswoman Elizabeth Hurley and the late Hollywood film producer Steve Bing is shot with former Victoria's Secret model Irina Shayk, in her debut campaign with the brand. The duo have been tapped to front the make-up artist's new Dark Star Mascara, which was teased online earlier this month and is available via patmcgrath.com.

ON THE MOVE AT... **YELLOW WOOD PARTNERS**

Beauty-focused investment firm **YELLOW WOOD PARTNERS** has appointed a new CEO with more than 20 years of experience in the cosmetics and personal care sector.



JAMES STAMMER previously spent 15 years with PDC Beauty & Wellness as its CEO and Board Director.

He also spent three years with Nivea-owned beauty conglomerate Beiersdorf as a Brand Manager.

Stammer has previously conducted business with Yellow Wood Partners, having worked with the firm for the 2012 takeover of PDC.

"We've worked with James for many years during his tenure as CEO of PDC where we worked with him to achieve tremendous success for our management partners as well as our investors," said Dana Schmalz, one of the four Partners at Yellow Wood Partners.

"His operating experience in Yellow Wood's core distribution channels will be

another great addition to our ability to find, grow and efficiently operate great brands.

"James' success is well known in the consumer world and we are excited to have him join the Yellow Wood team of operating partners."

Yellow Wood Partners currently invests in a range of beauty brands including EcoTools, Tan-Luxe, Eylure, Tanologist and Isle of Paradise.



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JULY WITHOUT CHRISTMAS

The annual beauty calendar staple is cancelled, but how is industry reacting?

Twas the night before Christmas (in July), and the British media were preparing for the annual tradition of sampling festive goods in the sweltering heat. But this year, of course, is different. The pandemic has dulled the glow of the much-loved annual showcase and many retailers have cancelled their Christmas in July plans in light of social distancing measures.

Non-essential shops in England, including beauty retailers, were finally able to reopen on 15 June. But it is clear that Covid-19 will have a lasting impact on retail well beyond the end of lockdown and into the Christmas season.

Coronavirus is going to change how consumers and beauty industry peers alike will engage with retail's 'golden quarter'. As economic leaders forecast this Christmas to be in the middle of the sharpest recession on record. Cathy Newman, Marketing and Customer Experience Director of The Perfume Shop, says shoppers will be more careful about how they spend this Christmas.

"With many people affected in different ways this year due to the pandemic it's likely purse-strings will be tighter than ever and consumers will be more considered about their purchases and less prone to splurging," she tells *Cosmetics Business*. "As well as looking for offers on trusted brands, they'll be looking for ways for purchases to make an impact and become something meaningful; things like the personalisation of gifts to make something extra special."

It is a trend that Sandra Vallow, Director of Beauty Buying at QVC UK, has also forecasted: "This Christmas, our job will be to provide them with a unique product offering and variety that makes us stand out to the consumer."

"For Christmas this year in particular, personal gifts to family and loved ones will be more special than ever, and so it will be our job to make sure they feel this way."

Shoppers are also expected to be looking out for eco-friendly presents, a gifting trend that has consistently been building momentum in recent years. "Conscious consumerism is a movement that has been fast-tracked so brands leading with their values will catch the eye of consumers," adds Wizz Selvey, founder and CEO of retail strategy consultancy Wizz & Co.

Online is bright

Even in a crisis there is clearly demand for beauty products and for online players there may be plenty of festive cheer. According to Kantar, online beauty sales jumped 100% during lockdown and the researcher's most recent figures revealed that nearly 9% of the UK population,



The official Christmas in July event in London has pushed back its festivities until September



shopped for beauty products online in May – overtaking the high street for the first time.

Traditional retailers like Boots and Superdrug as well as internet specialists like Feelunique, Lookfantastic and All Beauty have all seen online sales rise.

Selvey, a former Selfridges buyer, predicts that e-commerce will over-index this year as people who may not have shopped online before for Christmas will have formed new shopping habits.

Christmas in September?

Retailers are being forced to push back their traditional Yuletide product reveals from July to September, and some are cancelling the annual showcase altogether.

Tesco, Morrisons and Asda have either called off their events, or moved them online. Selfridges confirmed that after Covid-19, "Christmas is the next topic of conversation" and QVC has postponed its event until September, as has the official Christmas in July event in London.

While these past few months have transformed the retail landscape, in some ways for the better, it seems it will still be a long time before beauty retailers are walking in a winter wonderland.



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