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cosmetics business NEWS

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A BURN FOR JENNER FANS: ELLIE GOULDING IS NEW FACE OF MAC

MAC puts out rumours circulating on social media that Caitlyn Jenner will front its next campaign the day before it announces Goulding is the brand's newest face

Fans of Caitlyn Jenner – and everything she stands for – caused a social media frenzy at the end of last week, with rumours spreading that the 65-year-old reality star (born Bruce Jenner) might be signed as the next face of MAC cosmetics.

While the brand was keen to show its support for Jenner, it was quick to shut down speculation over any signing, releasing a statement that said: "MAC cosmetics is a brand that embraces all ages, all races and all sexes, and is a long standing supporter of the LGBT community. We are inspired by Caitlyn Jenner, her personal journey, and we admire her courage and beauty. We have not signed Caitlyn as a spokesperson for MAC."

MAC's quick response to quell the Jenner rumours became more understandable a day later, when the brand confirmed that English singer-songwriter Ellie Goulding, 28, would be the next celebrity to work on a make-up collaboration.

It was Goulding herself who revealed the news, taking to social media sites Instagram and Twitter to share teaser campaign images with her fans

directly. She posted the message: "Oi oi SO excited to finally share what I've been working on with @MACcosmetics!!! #MACEllieGoulding drops in Dec/Jan!" The post has since received 171K likes on Instagram and 934 favourites on

“ We are inspired by Caitlyn Jenner, her personal journey, and we admire her courage and beauty. We have not signed Caitlyn ”

Twitter, as well as 377 retweets.

A sneak preview of the collection has also been released; an eyeshadow quad, bronzer and blusher duo compact, false eyelashes, lip gloss and lip colour products all appear to be on the cards, centring on a rose gold and bronze theme.

No more news has yet been release regarding Goulding's collaboration. However, MAC did confirm with *CBN* that the collection would launch at the end of the year.

Read more at cosmeticsbusiness.com



Boots to axe 700 jobs in 'shake up'

UK health and beauty retailer Boots has announced it is to cut approximately 700 jobs, a decision the company said it is not taking lightly.

The Walgreens Boots Alliance company said the cuts would be made as part of a wider plan to "address the rapidly changing needs" of its customers and to continue the transformation of its businesses.

The cuts affect non-store-based employees; Boots said it aimed to make the cuts via a combination of natural attrition, redeployment, retraining and redundancy.

Simon Roberts, President of Boots, said: "Boots has an incredible heritage of delivering care and support to communities across the UK for over 165 years. While we have continued to deliver a solid performance in recent years, despite challenging market conditions, we cannot be complacent and must be stronger and more agile going forward, to meet the fast changing expectations of our customers. Together with my leadership team, I believe this plan will make Boots even better for our customers and drive sustainable future growth.

"We have not taken these decisions lightly and understand the impact that today's announcement may have on our colleagues."

The job cuts form part of a Walgreens Boots Alliance cost restructuring programme, set out in its Q2 results. Other areas of focus for Boots include: reinventing customer offer, focused customer engagement, investing in technology and simplifying support operations.



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JUMEI BUYS MINORITY SHARE IN IT'S SKIN

China's leading online beauty e-tailer Jumei has acquired a minority stake in Korean beauty brand It'S SKIN.

It is thought Seoul-based It'S SKIN will benefit from the growing size and scale of Jumei's online platform. The brand has a comprehensive offering of products for skin, hair, body, men and babies, as well as colour cosmetics.

Leo Ou Chen, Founder and CEO of Jumei, said: "The popularity of Korean beauty products in China has grown rapidly over the past few years. With an extensive catalogue of prestige products, It'S SKIN is an ideal partner for Jumei

to collaborate with as we build Jumei Global into the largest cross border e-commerce platform in China."

In Jumei's latest financial report, the e-tailer saw orders decrease 5.9% in Q4 to 9.6 million. Total net GMV fell 3% to US\$235.2m. However, full year results remained buoyant.

The It'S SKIN deal signals a positive move for the e-tailer, which only last year was embroiled in a lawsuit over a statement connected to the company's IPO on 16 May 2014. Jumei and some of its officers were accused of sharing false and misleading statements with the public.



MAESA GROUP ACQUIRES P2

Private label manufacturer Maesa Group has acquired beauty brand p2 Cosmetics, which is sold exclusively through German drugstore retailer DM.

The brand will continue to operate from its base in Vienna, Austria, under its current management. It is hoped the acquisition will broaden Maesa's global footprint; p2 is currently sold in 1,800 DM stores across Germany.

Gregory Mager, Founder and CEO of Maesa Group, said: "p2 Cosmetics has a proven track record of bringing innovation to the cosmetic category. This brand has piqued a strong interest for expansion in the US and Canada through an exclusive distribution model.

"I am excited for one of the most successful exclusive beauty brands in the world to join Maesa Group and I look forward to continuing to grow the partnership with DM."

P2 will join Maesa's growing portfolio of beauty brands including Flower for Walmart, Circa for Walgreens and Elle for Monoprix.

The acquisition was financed through unirate debt provided by Tikehau Investment Management and a capital increase subsidised by Maesa's founders.

Edmond de Rothschild's stake in Maesa will rise from 20% to 25% after the acquisition. Co-founders Gregory Mager and Julien Saada will remain majority shareholders.

Maesa's total revenues are predicted to reach \$185m in 2015 following the takeover of p2.

Read more at cosmeticsbusiness.com



L'Oréal scandal célèbre: eight found guilty

For L'Oréal heiress and France's wealthiest woman Liliane Bettencourt, 92, it was a seven-year saga of bitter family politics, convoluted legal wrangles and politics. The case even dragged close political aides of former French President Nicolas Sarkozy into its net.

Last week a Bordeaux court found eight friends and close contacts of Bettencourt – who now suffers from Alzheimer's disease – guilty of attempting to fleece her of billions of euros.

At the heart of the ruling was French society playboy and photographer François-Marie Banier, 67, who extracted money and took advantage of Bettencourt's increasing senility to enrich himself, the court concluded.

Banier was given a three year sentence, fined €250,000 and ordered to repay €15m to the Bettencourt family. In his defence, Banier claimed Bettencourt showered him with millions of euros plus gifts, including Picasso paintings – even a Seychelles island, which Banier did not much rate, according to *Vanity Fair*. "I detest this island," he said at one point. "It is full of mosquitoes, it is tiny, and it's very humid. On top of all that, there are sharks. I hate islands."

Banier was appointed a consultant at L'Oréal on a hefty salary at one point. Banier's partner, Martin d'Orgeval, 41, cheated Bettencourt of art worth €5m, the court found (d'Orgeval was given an 18-month prison sentence).

Both Bettencourt's private financial aids, Pascal Wilhelm and Patrice de Maistre, also received prison terms. However, ex-Sarkozy Minister Eric Woerth was cleared of taking cash from Bettencourt.

The case, which has gripped France for almost eight years, was kicked off originally by daughter Françoise Bettencourt-Meyers, 61, accusing Banier of exploitation. In her original deposition, Bettencourt's daughter denied the case was ever about her family's huge fortune: "For me, it is not a question of money. It's about a predator who has broken my family. Everything has been ruined by one man [Banier]."

WEENER SIGNS MULTI-MILLION EURO DEAL

Weener Plastic Packaging Group (WPPG), a company that manufactures packaging solutions for the personal care industry among others, is due to benefit from a multi-million euro injection.

The Germany-based company is to receive approximately €250m (£183m) from 3i Group, an international investment manager. Former shareholder Lindsay Goldberg Vogel has sold its stake in WPPG.

It is hoped the investment will enable WPPG to expand its global footprint and improve the efficiency of its operations. Currently, WPPG operates in 15 countries via a production network that spans 24 locations.

Ulf von Haacke, 3i Managing Director and Head of Industrial, 3i Private Equity, said: "WPPG's focus on innovation and superior technical know-how is a huge



competitive advantage. The company has a leading position in its core markets and we look forward to working with the strong management team to further increase the company's market share and global footprint through a buy-and-build strategy." Roel Zeevat, CEO of WPPG, added: "WPPG's strong track record of innovation and our competitive position were attractive to 3i. With the support of 3i, we will be able to take our company's development to the next level by fostering growth, expanding our global footprint, continuing to build our innovation leadership and further improving the efficiency and effectiveness of our operations."

WPPG produces packaging for companies including Beiersdorf, Colgate-Palmolive, L'Oréal, P&G and Unilever. WPPG generated sales of approximately €270m in 2014 and achieved a CAGR of approximately 8% between 2010-2014.

TOO FACED SELLS MAJORITY STAKE TO GENERAL ATLANTIC

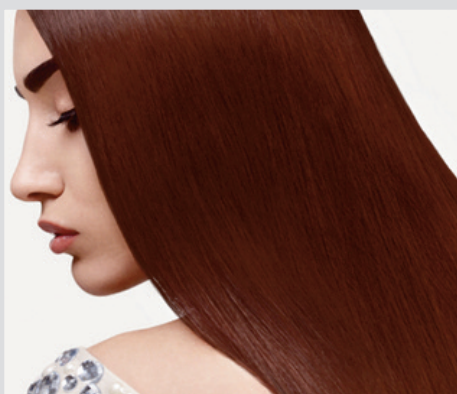
After rumours that Too Faced Cosmetics was up for sale last year, General Atlantic has announced the purchase of a majority stake in the company from brand owner Weston Presidio.

As part of the deal, former President of Bath & Body Works Ken Stevens will join Too Faced as Chairman.

Andrew Crawford, Managing Director and Global Head of General Atlantic's Retail and Consumer sector, said: "With such a prominent presence in speciality beauty retail, Too Faced is uniquely positioned to capitalise on this channel's growing popularity with consumers. We look forward to working with Too Faced's proven management team. Their passion for innovating beauty is unrivalled and has driven extraordinary business success."

Jeremy Johnson, Co-Founder and Chief Executive Officer at Too Faced, said: "We are so grateful to our loyal Too Faced customers who have fuelled our growth from a small indie brand to a fixture within the beauty industry. To continue our growth trajectory, we were seeking a global thought leader experienced in partnering with founder-led, high growth companies, and the team at General Atlantic was a natural fit. Their experience will help us accelerate our expansion as we invite even more women around the world to 'own their pretty'."

Jerrod Blandino, Co-Founder and Chief Creative Officer at Too Faced, added: "With General Atlantic's partnership, we can continue making make-up that our 'Too Faced Girl' loves to wear."



Indian FMCG company Emami has agreed to acquire hair and scalp care brand Kesh King. The acquisition signals its move into the Ayurvedic hair and scalp sector.

Launched in 2009, Kesh King products address problems such as hair fall, dandruff and premature greying. Key ranges including Ayurvedic Medicinal Oil, Herbal shampoo & conditioner and Ayurvedic Capsules for hair fall which are all GMP & Halal India certified. The brand currently has a turnover of US\$47m with a three year CAGR of 61%.

Sanjeev Juneja, Owner of the Kesh King brand, said: "My products and formulations enjoy the numero uno status in their segments. The range of Kesh King products offers a complete solution to hair and scalp problems. We are confident of Emami taking this business to even greater heights in the future."

Emami's portfolio currently includes Navratna and Emami 7 Oils in One.

NEWS IN BRIEF

British-Dutch consumer goods company Unilever has priced €1.25bn in bonds on the European market, including €750m Floating Rate Notes and €500m 1% Fixed Rate Notes. The bonds had an anticipated closing date of 3 June. The company said it intends to use the proceeds for "general corporate purposes".

Colgate-Palmolive has been downgraded from a hold rating to a sell rating by Zacks. The news comes after Colgate-Palmolive posted disappointing first quarter 2015 results. Zacks also pointed to intense competition in the industry but accepted that Colgate is still a market-leading brand in the oral care product category.

Bulldog skin care has teamed up with Penguin Books to create a range of Father's Day gift sets. Available exclusively at Waitrose, the limited edition sets include a selection of four classic British novels paired with four different Bulldog products. The iconic cover of each book has been redesigned by Bulldog's in-house design team.

French ingredients company Gattefossé has committed to protecting bees with the installation of three hives at its Lyon site. Each hive will become home to 50,000 bees and the company will be responsible for the upkeep of the hives. Employees working at the site will also be invited to take part in the initiative with bee-keeping workshops as part of Gattefossé's CSR policy.

PZ Cussons has been downgraded by Panmure Gordon to a sell rating. However, analysts at HSBC have reiterated a buy rating, setting a target price on shares of \$6.19. Other analysts that have given the company a hold or neutral rating include JPMorgan and Investec. PZ Cussons has a consensus of a hold rating and an average target price of \$5.71



NEWS IN BRIEF

The average level of sunscreen protection bought in France is SPF33, according to a new survey by online pharmacy New Pharma. This is the figure balanced out across the nation, although inhabitants in the south buy lower SPF products. The keywords 'bronzer' and 'bronzing' topped the list of search terms, said New Pharma, starting in April and May 2014, and peaking in June and July.

Revlon has pledged a \$1m donation to the Revlon/UCLA Women's Cancer Research Program, a charity that works to eradicate women's cancers. The donation was revealed at a Love Is On event held in LA, US, on 3 June, which honoured Dr Dennis Slamon, Director of the Revlon/UCLA Women's Cancer Research Program at UCLA's Jonsson Comprehensive Cancer Center for his outstanding achievements in cancer research.

Consumer packaging company Colep has become the sole shareholder of the three Brazilian companies: Provider, Total Pack and CPA (Colep Provider Aerosol). Colep acquired the 49% stake held by ZM Participação building on its pre-existing 51% stake, which it acquired on entry to the Latin American market in 2010.

The Philippines' only beauty trade show, Philbeauty 2015, has announced a line-up of nine country pavilions including ones from mainland China, Japan, India, Indonesia, Korea, Singapore, Thailand, Taiwan and Malaysia. The three-day event will take place from 8-10 July at the SMX Convention Centre, Pasay City.

Italian hair care brand Davines has teamed up with the non-profit Slow Food Foundation for Biodiversity in Italy and joined the Slow Food Presidia Project. The initiative aims to relaunch the economy within specific areas in Italy by supporting small-scale food producers.

CHOPPIES TO RUN TEN UKWALA STORES

In a bid to expand its reach beyond Southern Africa, Choppies, the Botswana multinational retail conglomerate, has entered into an agreement with Ukwala Supermarket, a Kenyan retail chain, to operate ten of the company's stores across the country.

Choppies revealed in its latest financial statement that one of its key initiatives going forward is to provide a broader product offering, including cosmetics.

The retailer's initial line of business was food-based, selling both wholesale and fresh groceries. However, over the years it has diversified into other consumer goods to meet growing consumer demand for different products.

Tefo Mimi, Trainee Marketing Manager at Choppies, said: "The demand for multiple consumer goods, like electronics, construction materials and drugs, is an untapped market, and Choppies is diversifying into this sector in order to meet the needs of the people we serve now and those we intend to in the long run."

The latest expansion plans build upon a flurry of other retail ventures in the pipeline for the retailer according to media reports.

In a recent interview on *CNBC Africa*, Choppies revealed it will be opening its first stores in Zambia and Tanzania before the end of this year, tapping into new markets.

Established in 1986 in Lobatse, a southeastern town 70km from Gaborone, Botswana's capital city, Choppies has grown its footprint through a number of acquisitions. It also has a growing own-brand range of products.

With over 104 stores in Southern Africa, the company recently sealed a deal in Kenya with Ukwala that will enable it to ease its way into the East Africa region. The company will be targeting Tanzania, as well as Uganda, Rwanda and Burundi in future.

The company is listed in the Botswana Stock Exchange and as of 2014 it had an approximate market capitalisation of US\$230m.

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

NORWAY UNVEILS SYSTEM TO REPORT COSMETIC ALLERGIES

One in ten people are estimated to suffer with adverse reactions to cosmetics but the Norwegian Government believes many of these incidents go unreported.

In response to this growing concern and in a bid to encourage reporting, the country recently launched an anonymous reporting system that consumers can access directly to record their experiences.

Since 2008, health professionals in Norway have been obliged to report any side effects from cosmetic products they treat, but the system only receives around 50-100 reports each year.

"The low figures are probably due to underreporting of both consumers and healthcare professionals. Until now, consumers had to contact health professionals to report their side effects, which may be perceived as cumbersome. When people themselves can register effects via Altinn, we hope to lower the threshold for reporting," said Berit Granum, a senior scientist at the Norwegian Institute of Public Health, Department of Food, Water and Cosmetics.

The Government hopes the new system will make it clearer which products are likely to cause side effects and the severity of the reaction each product can cause.

Granum added: "All forms of adverse effects should be reported. Even if the symptoms disappear when you stop using the product, we want people to report their experiences to us."

All the reports will be submitted to the Food Safety Authority, which will determine whether or not it needs to follow up with the manufacturer or supplier.

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



Shiseido has confirmed a deal to distribute Burberry make-up and fragrance products in its home market of Japan.

Shiseido already distributes Burberry cosmetics in several other markets via its Paris-based subsidiary Beauté Prestige, but this is the first time the company will distribute Burberry beauty in its home market.

Shiseido will support the Japanese launch of the brand's latest fragrance, My Burberry, in stores and online. The fragrance will be available in Hankyu Department Store, Umeda Main Store, Hankyu Online Store and five standalone Burberry stores and 13 concessions across Japan. The partnership is one of several new developments for Burberry in Japan.

Toru Sakai, Representative Director of Shiseido, said: "These are exciting times; the boundaries between fashion and beauty are blurring. While the core of our business remains focused on beauty, this new partnership with Burberry is a significant one for Shiseido."



THE GLOBAL FEEL-GOOD FACTOR

It seems consumers are finally beginning to love the skin they're in – in some countries, at least. GfK recently released an international overview about how happy people are with their personal looks and the results were surprisingly positive.

Across the 22 countries, 55% of consumers aged 15 and above were satisfied with their looks: 12% said they were completely satisfied and just 3% were not at all satisfied. The results varied slightly between countries. Levels of complete satisfaction with personal looks were at their highest in Latin America. Nearly three quarters of Mexicans were satisfied with their looks, followed by Turkey at 71%. Brazilians and Ukrainians were in third place with 65%.

However, levels of dissatisfaction were highest in Japan, where 38% of people surveyed claimed to be not at all or not too satisfied with their appearance. Russia, the UK and South Korea were the next least satisfied with 20% of people unhappy with their looks in all nations, followed by Australia and Sweden at 19%.

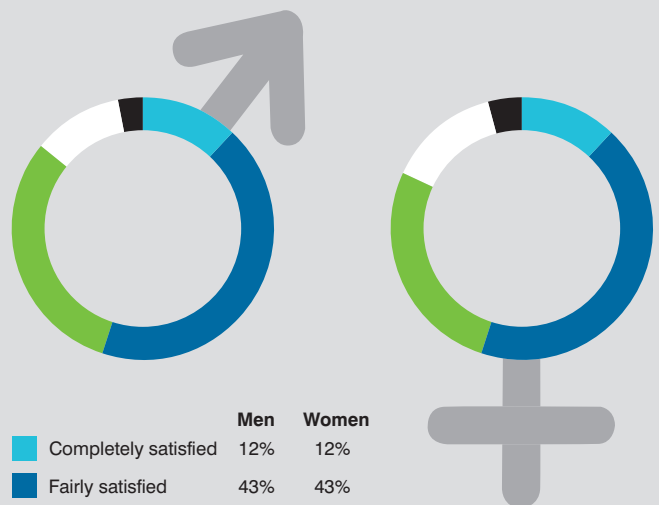
Among teenagers, just 16% of 15 to 19-year-olds claimed to be unsatisfied with their appearance. Those aged over 60 tended to be the least critical of their image.

The results are expected to interest international companies who could tweak their marketing strategies to suit each region. GfK suggested beauty and personal grooming brands adjust their message from 'improve your look' in Japan, the UK and Russia to 'maintain your look' in Mexico and Turkey.

Source: GfK survey of 27,000 consumers aged 15+ in 22 countries worldwide

GENDER EQUALITY

Assumptions that women are more critical of their appearance than men have been challenged. Satisfaction with personal looks was more or less equal between genders.



	Men	Women
Completely satisfied	12%	12%
Fairly satisfied	43%	43%
Neutral	31%	27%
Not too satisfied	11%	14%
Not at all satisfied	3%	4%



NEWS IN BRIEF

Nailberry has secured a retail deal with department store Selfridges in London.

The 5-free nail polish brand, which makes use of oxygenated technology, allowing air and moisture to pass through the lacquer, will see 38 shades stocked in the high end retailer.

Nailberry was founded by French entrepreneur Sonia Hully aiming to bring French flair to UK consumers with New York efficiency.

MiniLuxe, a nail, brow and waxing service provider, has opened a new location in Boston, US. The opening of the store in the Prudential Center in Back Bay is part of the company's national growth plans to double its number of stores in the next year. The opening of the store marks MiniLuxe's ninth Boston location and its tenth salon nationwide.

Facial wipe brand Halo Wipes has secured a listing for its new Fragrance Free Facial Wipes in 700 Tesco stores in the UK. The brand only recently saw its wipes rolled out into 307 of the retailer's stores, but after meeting with success, this number has grown. The launch of the wipes are the first in a line of new products for the brand this year.

Facialist Sarah Chapman has opened her flagship store and Skinesis Clinic in London. The 3,000sqft store spans two floors and comprises four elements: The Theory Bar, The Hub, The Skin-Glow LED Light Pod and the Clinic. Each area provides consumers with a different service or function from education to laser therapy and Botox or dermal fillers.

Chanel has announced the opening of its new spa at the Ritz in Paris. The spa, called Chanel au Ritz Paris, is said to be inspired by Chanel's art of skin care and will offer treatments for women. The brand is keeping tight-lipped about further details. Mademoiselle Chanel lived at the Ritz Paris for 34 years.

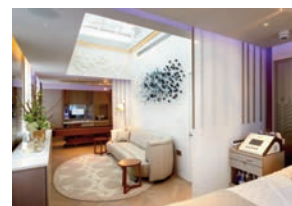


Eleemis has given its flagship spa and brand space in central London a complete overhaul after 14 years.

The House of Eleemis is described as a 'couture beauty house' for people who want to look after their skin and themselves. It features a shop, where experts will be on hand to help consumers select products to buy; a penthouse, where guests can indulge in treatments in a luxurious, private setting and take advantage of spa concierge services; and a 'speed spa', which offers 15-30min treatments for those who want quick results.

The house was designed to reflect the brand's pillars and was created with designers Virgile and Partners. The space features natural materials, textural lighting, artisanal glass and ceramic work in a bid to create an atmosphere that is both contemporary yet residential. As well as a new look, The House of Eleemis also has some new treatments, created by Co-Founder and Creator of Eleemis therapies Noella Gabriel.

Séan Harrington, President of Eleemis, said: "I am so excited to present the inaugural House of Eleemis in the heart of Mayfair, the home of this incredible British brand. My vision is to see this global standalone concept rolled out in every major city around the world. A wonderful couture beauty space where you can learn, touch and experience the power of Eleemis."



THE PERFUME SHOP BEGINS RETAIL OVERHAUL IN UK

The Perfume Shop's UK retail investment plans are in full swing, with new store openings and relaunches underway.

Just a few weeks ago, the A.S. Watson-owned fragrance retailer relaunched its Cribbs Causeway store in Bristol, investing in a major refit to transform the premises. Meanwhile, The Perfume Shop has also relocated its Romford store in The Liberty Shopping Centre to a new, larger space. Finally, a new store is also slated to open in Surrey Quays in London.

Speaking about the Cribbs Causeway relaunch, Gill Smith, Managing Director of The Perfume Shop, said: "Having grown up in Bristol, this relaunch was close to my heart; I can recall when the Cribbs Causeway Centre opened in 1998. It's wonderful that it remains so popular and we hope the new, modernised store will thrive in the developing centre as we provide expertise and over 400 branded perfume products."

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



'Statue of Liberty' takes off

A new addition to London Heathrow Airport's Terminal 5 has been grabbing attention.

To celebrate the launch of the airport's first International Lipstick Colors of the Year report, a 20ft replica of the Statue of Liberty has been erected, made entirely of lipstick – aptly named the 'Statue of Liberty'.

The sculpture took a team of sculptors, engineers and make-up artists more than 240 hours to complete; it is made of a shade of red that is said to be fashionable in New York.

Heathrow's report, meanwhile, delves into the lipstick trends identified from sales under its roof. With over 120 brands, 12,500 beauty products and 1,451 lipsticks, Heathrow is said to be home to Europe's largest beauty range in one place.

The report lists the most popular colours in major cities worldwide. In London the lip colour of the year was reported to be Caramel Nude; in New York, Bright Red; in Dubai, Rose Pink; in Shanghai, Sheer Coral; and in Paris, Dusky Rose.



PIONEERING SUPER PREMIUM SKIN CARE

Underpinned by exclusivity and luxury, Sensai's Company President Yuki Naito discusses the future for Kao-owned skin care brand Sensai

How has your brand evolved since its original launch?

In 1979 Kanebo launched in Harrods, London; the Sensai line followed in 1983. In 1989 we launched Kanebo Sensai Ex La Crème – the most expensive cream on the European market at the time. We are real pioneers of 'super prestige' skin care. Ten years later we launched our core range Kanebo Sensai Cellular Performance. In 2011, we rebranded to Sensai, separating it as a brand. We created a new brand image – the Sensai Universe.



How do you differentiate your brand from other super premium lines?

Every product is now formulated with koishimaru silk – Sensai's signature ingredient, signifying exclusivity and luxury. It stimulates production of hyaluronic acid in the skin, keeping it moisturised and nourished from within. We have also developed a signature style of packaging. We worked with Gwenaël Nicolas, a French designer based in Tokyo. He ensures our packaging matches the quality of our products.

Sensai is a Japanese brand but is not currently available in Asia. Do you plan to change this?

Last year we decided to withdraw from the US market. The current market would not allow us to continue there so we decided to direct our efforts elsewhere – our native Asia. It is an area with high growth potential. We are still conducting market research at the moment. It's important for us to achieve sweet success in one Asian market first and then go on to the rest of the region from there.

550

The number of beauty consultants Sensai employs

£230

The cost of a 40ml jar of Kanebo Sensai Ex La Crème at its launch in 1989

2.6%

The percentage growth in sales compared with 2013

Source: Kanebo

“It's not just about the product. Our range is designed to appeal to all five senses – and the retail experience is an important part of that”

Yuki Naito, President, Sensai



TOP 5

Sensai's top selling products in Harrods in April 2015:

- 1 Cellular Performance Emulsion
- 2 Cellular Performance Lotion
- 3 Cellular Performance Total Finish Foundation
- 4 Ultimate The Cream
- 5 Silky Purifying Creamy Soap



Can you explain your decision to make the range exclusive to Harrods?

We feel that the store allows us to provide a level of customer satisfaction to match our high quality product. It's not just about the product. Our range is designed to appeal to all five senses and the retail experience is an important part of that. So for the time being at least, we want to concentrate on our relationship with Harrods in the UK. We have a very good relationship with Harrods.

Which other retail spaces are important for your brand?

Spas are an important channel and point of contact for our target customers. We opened our flagship spa, Sensei Select Spa, in Switzerland [also developed by designed Gwenaël Nicolas] in 2010. It's one of the best destinations for tourists and it helps us communicate our brand values to our customers.

Your products are not available to buy online at all – why is that?

Our beauty consultants are a key driver for our brand. They go through specialised training to be able to deliver hand massages and conduct our specialised Saho skin care ceremony – a ritual inspired by the Japanese tea ceremony. The order of each step in the routine is very important in the ceremony, and for effective cleansing. Our mission is to provide high quality service as well as quality products – that is key for us so we do not plan to sell Sensai products online.

Are there any new retail areas that you are exploring?

Travel retail is a very important channel. The cosmetics market in Europe overall has been slowing down for some time, but we know that travel retail is an area of growth. It's also important for brand visibility to be in these channels to attract new customers.

Read more at cosmeticsbusiness.com



NEWS IN BRIEF

Anesis, a luxury hair and beauty spa and salon, is due to launch its first TV channel on YouTube. The channel will feature a series of videos featuring the spa's treatments, bloggers and hair and beauty makeovers. The channel was created in the run up to the company's big reveal of its expansion plans in Dubai, the UAE and GCC countries. Its sister skin care brand Anea is also to expand in this region.

Color Wow, a hair care brand that specialises in root cover up, has launched its second television advertising campaign. The adverts will be broadcast during peak hours across *Good Morning Britain*, *This Morning* and *Loose Women* airtimes. The ads promote the brand's hero Root Cover Up product as well as products from its wider styling range. After the first campaign, sales of Color Wow products were said to have experienced a huge boost, according to the brand.

A wave of interest has been sparked recently over an app that allows users to edit their features and appearance. Off the back of the trend for selfies, the Beauty Plus app was created allowing users to enlarge their eyes, remove blemishes and lighten skin. The results of the app have been shared widely on social media prompting discussions about the types of features considered desirable in different countries.

An online beauty shop has launched that aims to help consumers find products that will suit their requirements without having to approach counter staff in-store. The website, Powder, was set up as part of Time Inc (UK), which owns consumer media titles and websites including *Marie Claire*, *InStyle*, *Wallpaper** and *Look*. Powder asks website users to register with their skin type, concerns and shade. Then they can select a category that they are interested in buying a new product from. The website will then suggest the most suitable products.

HARVEY NICHOLS LAUNCHES LOYALTY APP

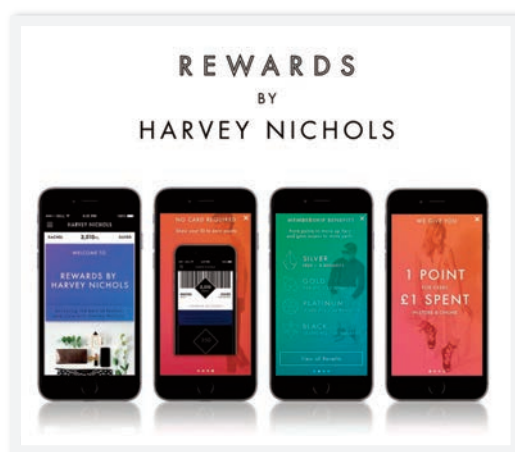
UK luxury retailer Harvey Nichols has bypassed the traditional loyalty card in favour of a new app rewards programme.

The Rewards by Harvey Nichols app rewards customers for every purchase allocating one point for every pound spent in the UK, in-store and online. The incentive even stretches to any UK Harvey Nichols bar or restaurant including the OXO Tower located on London's Southbank.

The incentives do not stop there. Encouraging consumers to spend a little extra, the more purchases a consumer makes the further they climb up the points ladder, unlocking different rewards. Rewards range from a one-off smoothie to Botox or a champagne dinner. There will also be voucher rewards to spend four times a year.

The retailer decided to use a smartphone-based rewards system over a traditional card format after analysis showed over 80% of their customers showed preference for an app. To use the app, customers either show their member ID barcode at the till or scan their own receipts.

Shadi Halliwell, Group Marketing and Creative Director at Harvey Nichols, said:



"Rewards by Harvey Nichols is uniquely different to competitors' loyalty schemes, firstly because it's an app, which we believe is the future of communication with our customers – instant, personalised and modern. Secondly it offers brilliant and indulgent experiences which will help our customers be fearlessly stylish."

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



Men's fragrance brand Old Spice, owned by P&G, is rolling out a range of deodorants in broad distribution in French supermarkets and is backing up the launch with its first ad campaign in the country.

Old Spice has been available on French Amazon since last year and will now enter the Auchan and Leclerc supermarket chains. The tongue-in-cheek advertisement, which lasts 35 seconds and is headlined *Ça va faire mâle* – 'It'll make you male', but with 'male' also being a pun on 'mal', the French word for bad. It stars actor and former pro-football player Terry Crews and is an overdubbed version of an English-language advert. It features Crews in a locker room, shouting at another man and turning him into a vending machine when he wants potato crisps.

"The same video has been deployed in the UK, Germany, Spain and Portugal and is already online on the French YouTube channel," representatives of the brand told CBN. "So far, the video has been viewed nearly four million times on YouTube and Facebook." Old Spice is concentrating on its digital strategies due to their success.

Beiersdorf confronts rival Unilever over deodorant ad

Beiersdorf and Unilever have gone head to head once again, this time concerning a claim Unilever made in one of its deodorant advertisements.

The advert in question promotes Unilever's Sure Crystal Invisible Black+White deodorant. The advert features a bar chart comparing the Sure deodorant with Beiersdorf's Nivea Invisible Black and White deodorant. The chart showed Sure as registering a higher reading for protection against yellow stains compared with Nivea. At another point, a voiceover stated: "Our superior black and white protection."

The advert hit a nerve with Beiersdorf, which lodged a formal complaint with the Advertising Standards Authority (ASA) challenging whether the claim could be substantiated.

Unilever responded saying that it had carried out independent tests (both *in vitro* and consumer perception) that revealed Sure deodorant did provide better protection against yellow stains compared with Nivea's Invisible Black and White deodorant, the leading competing product. Unilever also said that "our superior black and white protection" referred to the product as best for black and white protection within the Sure range, not in comparison with Nivea's product.

The ASA ruled in Beiersdorf's favour and upheld the complaint. It stated that it was unclear that the 'superiority' claim referred only to protection against yellow stains, and the advert had implied the product was superior for black and white protection. It told Unilever the ad must not appear again in its current form.



SENSORWAKE HELPS USERS WAKE UP WITH FRAGRANCE

Waking up to the smell of fresh coffee and croissants is now an everyday possibility thanks to French entrepreneur Guillaume Rolland who has designed an alarm clock that can rouse people using their favourite scents.

The SensorWake device works by issuing a timed release of the consumer's chosen aroma. Rolland teamed up with Swiss fragrance manufacturer Givaudan to provide authentic scents.

"SensorWake is like an espresso machine," Rolland said. "You insert a capsule with a scent and set an alarm. In the morning, a hatch opens and a patented diffusion system gently releases the scent over two minutes. This starts soft and gets stronger."

Rolland was compelled to create the product following his own disdain for the sound of alarm clocks: "The idea came from two places. One, my father, who owns a nursing home, complained that getting residents up was a challenge as many of them were hard of hearing. The other is from being a student and hating the sound of my alarm clock."

Rolland also hopes to evoke memories with the product, making the experience even more of a pleasant one: "Smell has been shown to be the strongest trigger for memories. By choosing a scent with a happy memory attached, we get to choose the exact feeling we get when we open our eyes."

Currently launched on Kickstarter in the US, the product will be distributed in concept stores and on the brand website.



BEAUTY BUZZ: CLAY AND MUD GIVE SLIP TO TRADITIONAL SKIN CARE FORMATS

Clay and mud-based products are having a moment in the limelight, according to recent analysis by The NPD Group.

Within the US prestige sector, these types of products are experiencing the greatest growth, outstripping sales for more traditional skin care formats such as serums, lotions and milks.

Sales of clay and mud products grew a hefty 53% to \$27.9m in the 12 months ending this April. On the flipside, sales of prestige skin care oils, which have received huge consumer interest over the past few years, only grew 22%, although overall sales value still topped those of clay and mud products at \$58.5m.

"The growth in oils, and clay and mud comes on the heels of the shift to more primary facial care products we first began watching about five years ago. While corrective anti-ageing treatments are still an important part of the facial skin care market, the consumer is increasingly recognising that there are other vehicles that provide great-looking skin," said Karen Grant, Global Beauty Industry Analyst, The NPD Group. "With innovative new applications of age-old beauty secrets, consumers are discovering the noteworthy benefits of products that soothe and nurture the skin as well as address environmental aggressors, a primary source of ageing."

And the interest in clay and mud is not just limited to the US. In the UK, revenue growth of such products grew 28% in the year ending April 2015; growth in this country outstripped growth of oils, which stood at 24%. However, in other European countries such as France and Spain, growth in clay and mud products remained flat. [Read more at cosmeticsbusiness.com](http://cosmeticsbusiness.com)

SUPPLIERS NEWS

ELLE-EMENTARY STYLE

Berdoues Parfums et Cosmétiques Group, a fragrance designer and distributor, selected Aptar Beauty + Home to package the new Elle So Frenchy scents for children. Three fragrances were created including So Cute, So Pretty and So Sweety. The bottle design features the VP4 So Chic snap-on pump, which reveals the scent's genre: tart, fruity or floral. The pumps allow each bottle to be decorated with a different accessory.



CRYSTAL CLEAR

Spectra Packaging has launched a plastic alternative to glass packaging. The new glass polymer packaging solution is said to provide the crystal clarity of normal glass but with the flexibility and performance of rigid plastic.

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



FOAM MEETS FORM

Metsä Board, a paperboard and pulp producer, has announced it is to start live testing foam forming on a production scale at its Kyro mill in Finland. The company aims to use foam forming to lighten paperboard structures; when this process is used fibres become more evenly distributed in the web, improving formation of the board and resulting in a more



consistent appearance. The technology is also said to reduce the use of raw materials, energy and water.

DUAL APPEAL

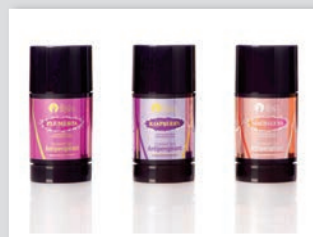
Lancôme has joined forces with brush manufacturer Cosmogen to launch a new ergonomic, retractable foundation brush. The brush is designed with a rotary mechanism that has a retractable tuft. If the brush is retracted, it can be used for high coverage to cover imperfections, but if the brush is let out it can be used for light coverage, to stretch the foundation formula over the face.

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



IN THE ROUND

Claremont & May, a body care and home fragrance manufacturer, used RPC Bramlage-Wiko's Exclusive container for its solid stick deodorant product. The 75ml round container tube was injection-moulded in high-gloss black PP/SAN with a matching coloured cap and decorated with a printed label. A variety of colours are available and the stick itself is fillable from the top or bottom.



NEW PRODUCTS

1 MAC is harnessing the power of light for its latest launch. The MAC Lightful C 2-in-1 Tint and Serum with Radiance Booster (£40) has a gel-like formula and is designed to provide skin care benefits as well as an incandescent tint. Skin concerns tackled by the product include dark spots, uneven skin tone and dehydration. The product can be used on the face both day and night.

Launch: out now

2 FUDGE has unveiled four new hair art sprays, called Fudge Urban Hair Art (£5.99 each).

The sprays come in four pastel shades including Violet Haze, Coral Crush, Pink Ink and Turquoise Noise. The hair sprays are said to be ideal to create a seamless dip dye or stencilled effects. After use, the colour can be washed out. The products are exclusive to UK retailer Superdrug.

Launch: out now

Read more at cosmeticsbusiness.com

3 JACK BLACK has delved into a new sub-category for its latest launch. The men's grooming

brand recently unveiled its Jack Black Hair Care collection (£11-£24.50). The 8-sku range is formulated with essential oil blends, botanicals and extracts, and is said to be created with hair and scalp health in mind. Products include: shampoos, a conditioner, a texturising cream and three pomades, among others. The products are said to be sulphate-free, and to contain pro-vitamin B5, silk amino acids and wheat proteins.

Launch: out now

Read more at cosmeticsbusiness.com

4 OPI has blended its Nail Envy product with colour for the launch of Nail Envy "Strength in Colour" (£19.50). The new range, which comes in four shades, is designed to provide nails with strengthening benefits and colour. The formula is infused with hydrolysed wheat protein and calcium. Shades include: Hawaiian Orchid, Samoan Sand, Bubble Bath and Pink to Envy.

Launch: August

5 SUPERDRUG has created a hair care range that is meant to provide a cheaper alternative to expensive scalp treatments. The new Trichology range comprises

three products (£3.99 each) including: Revitalising Scalp Shampoo, Intensive Scalp Conditioner and Re-balancing Scalp Tonic. The trio is formulated with caffeine, lime and ginseng, and is said to be trichologist approved.

Launch: out now

6 OLAY is tapping into the trend for night masks with its new Olay Total Effects 7-in-1 Night Cream Mask (£14.99). The treatment is said to tackle seven signs of ageing in one step. As well as a blend of moisturisers, the product also contains Vitaniacin, which helps to smooth fine lines, moisturise, even skin tone, minimise the look of pores, enhance brightness and restore skin firmness. The brand created the overnight product based on the fact that the skin's permeability rate is higher at night, meaning that active ingredients can be absorbed easily. In addition to the mask, Olay has also unveiled its new Total Effects Mature Skin Therapy Moisturizer (£14.99). The product is designed for pre- and post-menopausal skin.

Launch: out now

Read more at cosmeticsbusiness.com

7 BEE GOOD's latest innovation is Honey & Camelina Facial Exfoliator (£10.50). The creamy exfoliator is designed to lift away dead skin cells, oil and dirt for brighter, more energised skin. Key ingredients include: British wildflower honey, vitamin E, wheatgerm oil, camelina and British cranberry oil. The product uses milled lavender flowers, which act as a natural exfoliating grain. It is free from parabens, synthetic colours, mineral oil, silicone and SLS/SLES.

Launch: out now

8 KOKOSO BABY has made its debut on the UK market through retailer Boots. The baby skin care brand was launched by Lauren Taylor, who won the Inspired by Baby competition held by the retailer. The brand's debut product is a multi-purpose moisturiser (£7.99) that contains fresh-pressed raw virgin organic coconut oil. The product is said to nourish and protect a baby's delicate skin providing naturally antibacterial, anti-fungal and antimicrobial properties. The moisturiser can be used on any part of a baby's body.

Launch: out now





JOHNNY DEPP has announced his first ever fragrance campaign, being signed as the new face of **CHRISTIAN DIOR PARFUMS**. Depp was appointed by Dior to front the brand's new scent composed by perfumer-creator François Demachy. Details about the fragrance have yet to be revealed but the scent is slated to launch worldwide on 1 September. Previous faces for the brand have included Jude Law for Dior Homme Sport and Dior Homme Intense, and Robert Pattinson for Dior Homme. Depp will next appear on screen in *Black Mass*, also due to be released in September in the US.

THE LATEST APPOINTMENTS

AMYRIS has announced the appointment of **BRAM KLAEIJSSEN** to its board of directors. The appointment follows the resignation of Nam-Hai Chua from the board. Klaijssen is an experienced business leader from Cargill and has held numerous roles with affiliates of Temasek. [Read more at cosmeticsbusiness.com](#)

DIRECT SELLING ASSOCIATION has named **DAVID HOLL**, currently President and CEO of Mary Kay, as Chairman of the Board for 2015-2016. Holl takes over from M Truman Hunt, President and CEO of Nu Skin Enterprises. Holl joined Mary Kay in 1993 and took on the role of CEO in 2006 after being internally promoted a number of times. He was previously a VP at Citibank in New York.

ANNE QUÉRARD has been appointed Group Marketing Director at **GEKA**. Quérard succeeds Pilar González Gómez, who is now focused solely on her role as Head of Sales Germany, Northern & Eastern Europe. Quérard will be based in the GEKA Paris office and will report to Amaury de Menthière, Group CEO.

MAYBELLINE NEW YORK has named British singer **MOLLIE KING** as its new UK Ambassador. King, who is best known as being a pop singer in girlband The Saturdays, will front the launch of the brand's new contouring palette Master Sculpt. King will appear in TV and print advertising for Maybelline from this month onwards. The 2-in-1 palette features a contouring powder and highlighter.

CEW has appointed **DIANA NINO** as Membership Secretary. Nino will succeed Christine Berwick, who has served as CEW's Membership Secretary for 11 years. Nino joins the company from the Association of Residential Managing Agents, where she was a Membership Services Officer.

BINKY FELSTEAD, the reality television star best known for her role on *Made In Chelsea*, has been named as the new face of **EASILOCKS'** new product Hair Hero. The 3-in-1 styling tool is designed to help users create waves, curls or a sleek finish. The tool is also said to counteract positive ions present in dry or damaged hair to leave tresses smooth and sleek. [Read more at cosmeticsbusiness.com](#)



HAVE SELFIES CHANGED THE FACE OF COSMETICS?

Today, everyone's taking selfies. But has this growing trend affected what consumers want from cosmetics?

For a trend that started with teens on social media, creating a new dictionary definition is quite an achievement. Selfies are now obligatory at almost every event, with celebrities, politicians and even Queen Elizabeth being snapped in one.

Even after numerous high-profile destinations have banned the use of the much-maligned selfie stick, this is one phenomenon that just won't quit. More than one million pictures are now posted on Instagram with #selfie every day. Prolific self-portraitist Kim Kardashian has published an entire book of her pictures. Even Barack Obama and David Cameron were caught taking a photo of themselves while attending Nelson Mandela's memorial service.

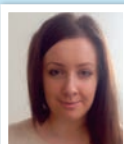
But these candid snaps are rarely as spontaneous as they are designed to appear. According to a recent survey commissioned by Feel Unique, it takes an average of 16 minutes and seven different shots to capture the perfect selfie.

With smartphone cameras more powerful than ever before, the craze for self-portraits is putting increasing demands on cosmetics to make consumers look good on screen as well as in real life. Many brands have responded to the demand with 'HD ready' formulas and intense pigments. But is this just a fad? Or has the selfie trend really changed what consumers want from their cosmetics?

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



OVER TO THE PANEL



YES

"We live in a society where everything ends up online and selfies are par for the course. Our therapists are seeing an increasing number of clients taking selfies even during their treatments. It is a challenge to keep up and there's definitely more room for the beauty industry to embrace this trend, making it clearer to consumers when products and treatments will help them get ready for their close-up."

Emma Roberts, Marketing Executive at BABTAC



NO

"Women like the Kardashians have made selfies an essential part of life, bringing make-up that is really meant for TV into the mainstream. It looks good on screen but is a bit much for real life. But, as with any trend, there's a counter movement. For every girl obsessed with contouring, there are ten more wearing make-up not because of how it makes them look in pictures, but because of how it makes them feel in real life."

Poppy King, Founder of Lipstick Queen



YES

"It feels like we live in a world of high definition. Consumers are increasingly feeling the pressure to have their best face on at all times. Brands are developing new products that are designed to mimic the language of digital filters and tools, diminishing fine lines and imperfections. We've also already started to see some interesting innovations from brands around formulas that can auto-adjust like a filter."

Victoria Buchanan, Beauty Specialist at The Future Laboratory

