



COSMETICS

That Make

SENSE

Customers want makeup that serves multiple purposes. Do you have what they're looking for?

by **Victoria Wurdinger**

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Once upon a time, the only thing that store owners needed to know about makeup was which seasonal colors to stock. With the shift to functional cosmetics that boast treatment factors, carrying the latest innovations is on a par with making color change-outs.

Product innovations and a market shift toward cosmetics with skincare benefits are driving a boom in product launches. According to Mintel's Global New Products Database, there were 43,758 new cosmetic launches between 2004 and 2006, which is more than almost any other personal-care category. *In-cosmetics*, the leading international event for personal-care raw materials and ingredients, which brings together the world's leading suppliers, R&D and marketing specialists, notes on its website that health and wellness concepts are being translated to cosmetics. Also, whether treatment cosmetics rely on science-based formulas or natural-origin ingredients, they're equally in demand. "Convenient products that multitask and color cosmetics with treatment factors are driving the market," says Dena Wiseman, creative director for Bodyography in San Diego. "Convenience sells over price every time. For instance, the best seller in our core line is the Primaries foundation primer, which fills in lines and plumps the skin for an airbrushed effect."

Noting that both fashion and social trends drive the business, Paolo Blayer, president of the Milan, Italy-based Lord & Berry, which has an office in New York, says products that deliver specific benefits—multipurpose cosmetics and makeup that's easy to use—are tied to social trends like aging populations and time-crunched lifestyles. "Micro trends are metallics and earth-toned cosmetics, mineral cosmetics, paramedical products sold with a physician-like approach and unique delivery systems," says Blayer. "We specifically address these trends in that all of our color cosmetics are treatment oriented—even our pencils, lipsticks, primer and 'Mascare,' our new mascara treatment."





Bodyography

Bodyography is adding a new venture to its core line of professional cosmetics—**Oxyplex: The Science of Mineral Makeup**. All of the products in the mineral line—eight loose and six pressed powders, four eye shadows, four blushes and a bronzer—are smooth and silky in texture for easy application, breathable for all-day wear and enhanced with antiaging properties to restore the skin's health. The lightweight, versatile formulas layer on for fuller coverage, and moisturize and condition while preventing caking. They also rely on light-diffusing properties to minimize the appearance of fine lines and wrinkles. Call 800/783-9969 or visit bodyography.com.



Colorevolution

Colorevolution's **All Natural Mineral Foundation Powder** is the perfect addition to your cosmetic offerings. The soft, silky, weightless foundation provides excellent coverage, while allowing the skin's natural beauty to shine through. Available in 10 shades, it's easy to apply. The key to in-store demos is to place a small amount of powder on the edge of a brush, then work it into the brush using the inside of the compact's lid. Brush the foundation onto clean skin, using one-way strokes. Call 866/45-COLOR or visit colorevolution.net.



Cosmetic Design Group

Cosmetic Design Group is pleased to announce the launch of **B-vain Cosmetics**. The exciting line launched at this year's Cosmoprof North America trade show in Las Vegas. It includes a range of mineral and baked products for the eyes and face, as well as 100% organic and semipermanent liquid eyeliners. All products are merchandised in beautiful, acrylic displays that offer testers and complete product information. Call 310/305-2436.



Illuminaré

Illuminaré is introducing a **counter-top display unit** that's a compact 17-inch by 12-inch by 15-inch size, yet holds all of the company's innovative retail products. It allows customers to view the entire line and sample all of its unique mineral-based products. Sleek and simple, the unit is reasonably priced with the initial set of all of the full-size testers and a set of brushes. The smooth black surface is easy to clean and maintain. Call 866/999-2033 or visit illuminarecosmetics.com.

WHAT'S HOT

Today, professional technologies trickle down to the mass market faster than ever. As a result, makeup artist-backed cosmetic lines are translating into mineral makeup, lip plumpers, pre-foundation primers, spot concealers, gel-based liners and professional-type application tools in every channel.

Physicians have now moved from skin care to medical-grade cosmetics, like Dermacia MD's Lycogel, a post-cosmetic procedure foundation that claims to increase oxygen, reduce puffiness and boost collagen production. A

are now mainstream favorites and include everything from foundation and blushes to eye shadows and lip glosses. According to Christy Thurston, a makeup artist and founder of Mirabella, a professional line of cosmetics based in Valencia, California, and marketed through full-service distributors, mineral makeup continues to be the buzz in the distributor world because hooking customers on the basics—concealers, mascara, bronzers and foundation—brings in incremental, repeat business without cannibalizing existing lines.

shades, textures and takes on application. According to Wiseman, right now the return of blue in vibrant Caribbean and navy colors is one trend; for fall, watch for metallics, earth tones, chocolate browns, deep burgundies and rust shades. In terms of texture and application, translucent finishes are giving way to matte, while applying colorful shadow at the lash line may or may not continue into winter. "Fresh peaches and corals are really big for summer," says Thurston. "There is a shade of peach that looks great on everyone. Classic pinks never go out of style, and this year's tones are multidimensional and luminous. Mineral makeup, applied over antiaging skincare products and primers, creates the look of flawless skin.

"Liquids, gels, sticks and powders are all making a big appearance this season," continues Thurston. "The key is to keep makeup light and subtle, so skin looks sun-kissed, not suntanned. Lips focus on plumpness, and color-infused shades create the perfect balance. Big lash products also continue to be big news. False lashes are definitely mainstream, while the countless mascara formulas for thickening and lengthening create the look without the work."

What's new for fall is pairing plum eye shadows with peaches and soft golds, rather than pinks. Lips will transition from super wet to sophisticated with more lipstick and less gloss. "Smoky

eyes will be big by autumn, and our collection will focus on smoky plums," adds Thurston. "I'm seeing a lot of sharp tools for lining eyes—for example, cream gel eyeliners that create a precise line. Creamy blushes in peach and coral continue through winter; they brighten the entire face and work for everyone."

SMALLVILLE

While the product news is big benefits, the other story is that good things come in small packages. Easy to use, better for the environment and created for the on-the-go consumer, new delivery systems and packaging team up to simplify things. Look for smaller packages with as much product tucked inside as possible, such as wallet-size eye shadows on cards in a tin.

While smart packaging appeals to everyone, segmentation continues in specific ways. "Trendy, glossy products are for teens, while more expensive mineral makeup is for women over 25," says Blayer.

"The market is still very segmented with women in their 20s favoring vibrant shades, ones in their 30s looking for conditioning and refinement benefits, and women in their 40s and 50s trying new products that address aging and allow them to get braver with color while staying tailored, classic and clean," notes Wiseman. "Everything is based on the condensed makeup bag."

"Convenient products THAT MULTITASK AND color cosmetics WITH TREATMENT FACTORS ARE driving the market."

step up for stores are foundations that are formulated for sun protection, anti-inflammatory properties, purification, better adherence, even coverage and various optical effects.

Perhaps nothing illustrates the treatment tack better than the boom in mineral makeup—products containing processed zinc oxide and titanium dioxide that first appeared in salons. With their built-in sun protection, anti-inflammatory properties and natural-looking coverage, mineral-based lines

"Products that glide on easier and last longer are also very hot," says Thurston. "For example, makeup primers are a new category that continues to expand. I like to think of primers as the perfect link between skin care and color cosmetics. These silicone-based products make a 'wow' out of color when used properly."

COLOR TRENDS

Color cosmetics still lead the way in creating seasonal interest with fresh new



Joey New York

Joey New York is launching the **SoBe Sun Kissed Bronzing Makeup Palette**, which is designed to achieve a bronzed look without sun damage. Compatible with all skin tones, the line is formulated with marine collagen, a natural plumping agent that moisturizes and increases skin's elasticity. The sleek turquoise compact holds bronzing powder, neutral rose powder blush, golden-beige and golden-ivory eye shadows, two highlighters, two lip glosses and two application brushes. Call 800/563-9691 or visit joeynewyork.com.



Lord & Berry

Lord & Berry will launch its specialty eye and lip makeup in a new direction this year, updating the brand with a distinctive international fashion sensibility based on the "ready-to-wear" genius that made Italian fashion famous. **Intensity Lipstick**, one of the brand's new headline products, is an airy-light, satin finish, single-coat lipstick, available in 15 new fashion-conscious shades. Intensity is designed with dual benefits that combine lasting color and conditioning treatment. It contains LXB Complex, a nature-based treatment of water lily flower and macadamia nut oil extracts. Call 212/307-0993 or visit lordandberry.com.



Mirabella

Mirabella lights up summer faces with its limited-edition **Beach Betty Collection** of light and translucent hues that kiss lips with natural color and lightly dust eyes. Bikini Balms—Bloom Betty, Blonde Betty and Bronze Betty—glide on lips like a gloss but nourish and protect like a balm. In-focus Shades are sheer-hued shadows that add a wash of color to brighten eyes. Try LuLu, a dusky rose; Malibu, a near-nude; Frankie, which warms up brown eyes or brightens blue eyes with sunny contrast; and Girlie, a hint of cotton candy. Call 800/853-6650 or visit mirabellabeauty.com



Palladio Beauty Group

New **Eye Shadow Trios** from Palladio Beauty Group allow an easy transformation from classic daytime eyes to smoky evening effects. Convenient and easy to carry, the palettes are perfect for touch-ups on the go. With an eye on multiple-use products, Palladio offers **Shimmer Strips**, which can be used on cheek and brow bones for highlighting, or dusted lightly over the entire face. Add Palladio **Black Lengthening Mascara** and **Plump 'n' Shine** with Maxi Lip for fuller lips. Call 800/272-6200 or visit palladiobeauty.com.

NEW FOR STORES

Many of the newest products for stores involve the mineral trend. Illuminaré in El Dorado Hills, California, offers a liquid mineral makeup line. It combines basic mineral makeup benefits like a silky feel and easy adherence without the mica that causes shine in powdered mineral products. The line includes five foundations with color-matched blushes, Ultimate Foundation formulas that are waterproof and seven coffeehouse shades of SPF 15 liquid mineral eye. "Because of our hollow-sphere technology, we were able to boost the SPF of our foundations to 21," says Michael Gelman, vice president of operations and co-owner of Illuminaré.

"Our pared-down formulations use fewer ingredients so our products are appropriate for women with sensitive skin."

The company, which drives traffic with ads in *Allure* magazine, offers a compact, modular countertop unit, which holds all 40 SKUs. Next, says Ruthie Malloy, Illuminaré's founder and co-owner, the company will add five lip colors and five glosses, and introduce a body lotion with sun protection that covers some leg discoloration but won't come off on clothing.

Venice, California-based Cosmetic Design Group is entering the cosmetic arena with a new store brand called **B•vain Cosmetics**. "B•vain Cosmetics is a line

of innovative and high quality products with unique items currently unavailable from other suppliers," explains Christopher Manenti, the company's senior vice president. "B•vain consists of products that use the latest technologies and ingredients, and includes such categories as baked powders for shadows, blushes and bronzers; mineral products for foundations and bronzers; and 100% organic liquid eyeliners." All B•vain products will be merchandised in high-end acrylic fixtures that can fit into the company's 24-inch, freestanding floor stand or be mounted directly onto the wall. The units will also offer testers to allow consumer trial and cut down on damages at the store level.



Rashell Cosmetics

Rashell Cosmetics' **Masc-A-Gray Hair Mascara** allows anyone to touch up gray roots and strands instantly, and is excellent for mustache and beard touch-ups. Available in 12 colors, it serves a dual function, covering gray or creating beautiful highlights in seconds. The easy-to-apply, nonpermanent color brushes on with a mascara-style applicator. Its water-resistant color stays on until shampooed out. Call 800/984-7600 or visit rashellcosmetics.com.



Sormé Cosmetics

Sormé Professional Cosmetics' **Pressed Mineral Powder Blush and Eye Shadow** are enriched with jojoba oil to provide full color intensity and skin hydration. Because there are no chemical dyes, the blush color also can be applied to the eyes and lips. Both are talc- and oil-free with natural vitamins, botanicals and sun protection. Deal 1510 introduces Sormé Mineral Blush and Eye Shadows. It also comes with White Eye Liner, as well as a Kabuki Brush and a Fluff Brush. Call 800/927-6763 or visit sorme.com.



Styli-Style

SHADOW 24 from Styli-Style allows women to go from work to play without having to reapply color. This waterproof, smudge-proof and, essentially, "activity-proof" eye makeup is Styli-Style's newest innovation. Serving as both an eye shadow and shadow liner, it is a cross between a crayon and a pencil that offers a cream-to-powder formula. And, as its name implies, it lasts throughout the day and night. SHADOW 24 is available in single or duo shades. Call 914/273-3532 or visit styli-style.com.



ZnO

Ferity Lip Project V105 Plumping Beauty Treatments from ZnO are rich in potent, age-defying antioxidants, moisturizers and proteins to naturally plump and condition lips. Ferity is all about healthy and cruelty-free solutions for beautiful lips. Get 20% off your first order; coupon code: BSB807. Call 866/604-0200 or visit ferity.com.



At Bodyography, a line available to professional-only beauty stores, the core cosmetic line is augmented by a second venture, the Oxyplex complete line of mineral makeup. The company offers numerous display units, as well as educational classes. "We have a master team of educators throughout the United States," says Wiseman.

top clients to a cocktail party where we focus on what's great about Mirabella through product knowledge, makeup application and fun.

"Manufacturers are becoming much more savvy in giving customers tools to help them learn how to apply new colors. We are seeing DVDs, detailed "face maps"

"Consumers want A REASON TO BUY new shades and A lesson ON how to use them."

"To attract makeup artists and estheticians to stores, we'll also be holding a contest. [The prize will be] a trip to a major event to do backstage makeup with us. While we haven't finalized the event, it will be a major one—such as the Golden Globe Awards."

Also for professional-only stores, Mirabella offers high-end retail units and has 60 contract educators across the country, as well as seven full-time educators. "VIP events work very well for us," says Thurston. "The distributor invites

and Internet sites with dedicated pages on how to apply cosmetics. It's not enough just to sell new shades—consumers want a reason to buy them and a lesson on how to use them. Still, the power of a one-on-one conversation and a makeup demonstration cannot be matched by even the best marketing bells and whistles." ■

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