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BULLETIN

DR. KAPLAN VISITS BERGDORF GOODMAN



Bergdorf Goodman's Aja Passero, Pat Saxby and Elizabeth Secrest with Dr. Stuart Kaplan (2nd L).

Dr. Stuart Kaplan, creator and founder of Kaplan MD Skincare, made a personal appearance at

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MANE TAPS ZENDEJAS

Mireya Zendejas, formerly of Argeville, has joined Mane USA

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BEYOND BEAUTY RAISES \$225,000 FOR OCD



Maesa Group's Jill Belasco, Scent Marketing Institute's Caroline Pieper-Vogt and Elysée Scientific Cosmetics' Linda Marshall with Liz Kaplow of Kaplow Communications and Jennifer Marshall.

The James E. Marshall OCD Foundation honored Jill Belasco, CEO of Maesa Group; Liz Kaplow,

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BIG SCREEN BEAUTY WITH P&G PRESTIGE AND W



P&G Prestige's Joanne Crewes and W's Stefano Tonchi with Cate Blanchett and Solve Sundsbø.

Stefano Tonchi, editor in chief of W, partnered with Joanne Crewes,

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AHAVA SEES SUCCESS BEYOND THE SHELF

Ahava Dead Sea Laboratories, known in the global market for their mineral-based products, is only just beginning to reap the rewards following the brand's repackaging and repositioning that was initiated last year.

Steering the company in this new direction is Ahava North America CEO Elana Drell Szyfer, a beauty industry veteran with a new set of strategies to bring an overall cohesiveness to the brand.



Since Drell Szyfer's joining Ahava, the company has seen double-digit increases in every key account for 2011, and has greatly expanded its distribution.

"Truthfully, the brand is on fire," said Drell Szyfer. "I am happy to say that the repackaging and repositioning is working. Ahava is now in all doors at Ulta, Lord & Taylor and CVS's Beauty 360, 30 Nordstrom stores and four Blue Mercury

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CLARISONIC CONQUERS ACNE

Clarisonic is bringing consumers everywhere closer to clear skin with the launch of the new Clarisonic Acne Clarifying Collection. The brand has paired its patented sonic cleansing technology, including an innovative new brush head, with a gentle yet powerful salicylic acid-based cleanser to remove dirt, oil and impurities more thoroughly—and begin to treat acne blemishes.



"There is no permanent cure for acne," said Dr. Robb Akridge, co-founder and vice president of clinical affairs for Clarisonic. "We just need good cleansing regimens, and we're

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MAYBELLINE NEW YORK SPONSORS SIXTH FASHION WEEK



Maybelline New York's Charlotte Willer creating the beauty look backstage at the Betsey Johnson show.

Rounding out its sixth season as the official cosmetics sponsor of Mercedes-Benz Fashion Week in New York, Maybelline New York once again delivered increasingly diverse beauty looks, a new installation of its iconic advertising campaign and a continued robust digital presence.

With its biggest backstage roster to date, Maybelline New York and its global makeup artist Charlotte Willer lent their talent to a multitude of shows including Rachel Zoe, L.A.M.B., Betsey Johnson, DKNY and J. Mendel.

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KATE WALSH FLAUNTS NEW BOYFRIEND

Actress **Kate Walsh** has stepped onto the scene with her new boyfriend, and he is loaded. **Billionaire Boyfriend**, the follow-up to her first hit scent, **Boyfriend**, is evocative of the finer things in life—learjets, super yachts, rare jewels and roulette—and transports you to more glamorous times.

“Billionaire is a nod to old world glamour, style and adventure,” said Walsh. “I was inspired by 60’s Italian films, the ‘jet set’, Monte Carlo, casinos and James Bond. While **Boyfriend** is all about the memory of his scent on her skin, **Billionaire** is about how he makes you feel after a drive down the Amalfi Coast, sipping champagne on a private yacht, jetting off to Capri—it’s any girl’s most decadent fantasy.”

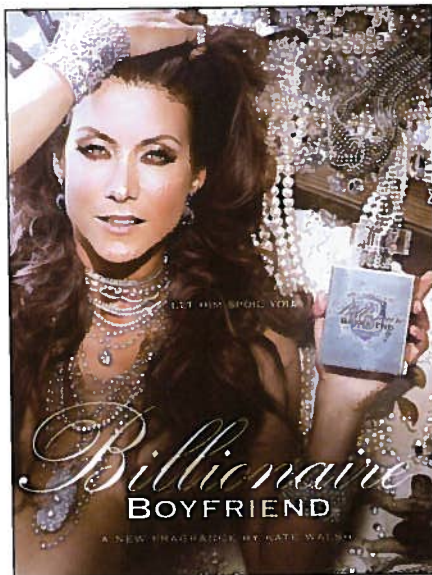
The juice, created by **Givaudan** perfumer **Marypierre Julien**, is an Oriental floral that opens with top notes of bergamot, tangerine and lush green leaf, and melts into middle notes of black orchid, gardenia and a little jasmine. The dry down includes notes of amber, sandalwood and a hint of vetiver.



“Billionaire is such an addictive, voluptuous floral and so decadent, that I thought it immediately implied some sort of exclusive, rare wealth,” said Walsh. “It literally smells expensive! And while it’s true that the price per pound of the ingredients is a little more than the original **Boyfriend**, it

was still imperative for me to keep it at an accessible price point.”

While in Paris meeting with executives at **Sephora** International, Walsh stayed at the Le Meurice Hotel and was inspired by the Venetian glass and antiqued mirrors with gilt frames that adorned the rooms and lobby.



“For me, the experience of staying in that hotel sort of epitomized the concept of **Billionaire**,” said Walsh. “I became obsessed with that look for the **Billionaire** bottle. We already had an idea of using a crest on the bottle, like a vintage champagne bottle, and then worked again with the illustrious **Chad Lavigne** and associates to come up with all of the packaging and design. We used the same custom bottle as **Boyfriend**, but decorated it with the crest and worked with **Providence Metallizing** to do a metallizing process that has never been done before that makes every bottle unique—literally, no one bottle is exactly the same.”

Walsh has plans to continue her partnerships with **Sephora** and **HSN**, as well as her social media campaign, which includes those ever-so-witty “webimericals.”

“**Boyfriend** has been a top customer pick at **HSN** and exceeded all sales

expectations at **Sephora** last year, which was so gratifying,” said Walsh. “I do have to say that my fans played a huge part in the success of **Boyfriend**, especially the digital and online community that has formed around the **Boyfriend** brand. For me, **Boyfriend** is all about olfactive memory...what story is each delicious **Boyfriend** telling. Each note of **Boyfriend** and **Billionaire Boyfriend** work together to tell a different story, and each one makes women feel a different way. Fragrance is a sensual experience and it’s important to communicate that, obviously olfactively, but visually as well. I shot a new series of webimericals for **Billionaire** in the Bahamas...and they are super sexy and funny, I think.”

The new eau de parfum is priced at \$45.00 for 0.5 oz. and \$75.00 for 1.7 oz., and is available this month at **Sephora**, **sephora.com** and **hsn.com**. Additional products include a pulse point oil rollerball for \$22.00 and a body crème travel tube for \$25.00.

As for future plans, Walsh says there are definitely more **Boyfriends** to come, and each one will have its own story and own olfactive category.

“You never know what the future holds, but when I look down the road I see a **Boyfriend Store!**” ■ **CW**

NEW PRODUCTS

CLINIQUE

Quickliner for Eyes Intense



Category: Makeup
Launch: February 2012
Claims: Available in six shades, this phenomenally versatile eye pencil provides richly-pigmented color with an effortless glide-on application and unique smudger tip for a smoky look that sets for 12 hours.

Stats: \$15.00