HIGH RIDGE BUYS SALON GRAFIX IN HAIR CARE DRIVE

In its second takeover deal this year, High Ridge Brands has bought Continental Fragrances’ three hair styling brands, including Salon Grafix.

Continental Fragrances, the owner of hair care brands Salon Grafix, High Beams and Healthy Hair Nutrition, has been bought by US-based High Ridge Brands, part of private equity firm Brynwood Partners VI.

Despite its name, Continental Fragrances is a hair care company and one that Brynwood Partners envisages will complement its current hair styling portfolio. Other brands in Brynwood Partners’ portfolio include Alberto VO5, White Rain, Rave and L.A. Looks. It is also hoped the acquisition will strengthen High Ridge Brands’ position with its retail partners.

James Daniels, President and CEO of High Ridge Brands, said: “We are excited to own Salon Grafix and the other Continental Fragrances brands. We look forward to integrating these brands into our organisation and are excited about the potential that this acquisition brings to our company. Salon Grafix’s premium positioning, loyal consumer base and strong distribution makes it very complementary to High Ridge Brands’ current hair styling portfolio.”

High Ridge Brands has been on a personal care acquisition spree over the past four years. In 2011, it took over Alberto VO5 and Rave from Unilever, while in the same year it acquired personal cleansing brand Coast from Henkel. Then in 2012, it bought White Rain from The Sun Products Corporation. In May this year, it acquired the global rights to La Bella, L.A. Looks, Soft & Dri, Dep, Thicker Fuller Hair, Zero Frizz, Pure & Natural, Adorn, Mink and The Dry Look from Newhall Laboratories.

Dario Margve, Chairman of High Ridge Brands and a Managing Director of Brynwood Partners VI, said: “The addition of the Continental Fragrances brands will enable High Ridge Brands to participate in all segments of the hair styling category, strengthening our position with our retail partners.”

Read more at cosmeticsbusiness.com
CURRENCY TROUBLES HIT LATIN AMERICA

Trading conditions in Latin America are becoming increasingly difficult for international beauty brands. The Brazilian real hit an all time low against the US dollar – around 35% down year-to-date, before going to press. This has reduced the value of earnings and made it more difficult for consumers to afford new re-adjusted prices.

P&G is one beauty company that could be hit by the drop, with almost $50bn of its total $76bn revenues sourced from outside the US. Nicholas Ebisch, Corporate Account Manager at Caxton FX, said: “In P&G’s 2015 statement the company acknowledged that the negative impacts of emerging market currency weakness led to a sales decline of 5% and a cost of $1.5bn during 2015 because of weakness in currencies like the Brazilian real and the Russian ruble, although organic sales grew by 1%.”

Latin America has become almost as important as Asia to beauty brands with much potential for profit. But financial turmoil, combined with the Chinese commodity freefall, has seen the Latin American boom start to slow. A drop in tourists is also predicted to impact the industry.

Exclusive launches fuel sales in Countdown stores

The launch of exclusive make-up ranges at Countdown supermarkets were New Zealand’s biggest story in colour cosmetics last year, according to a study by Euromonitor.

Euromonitor’s Colour Cosmetics in New Zealand study revealed that the increasing number of exclusive colour cosmetics brands, such as MUD (Make Up Design) and Collection, that were added to revamped stores are said to have been key to the supermarket group’s success in this area over the past year.

MUD was originally launched within Countdown outlets in 2014. Today it is also available in Australia within chains of Woolworths, which owns Progressive Enterprises.

As well as launching MUD lipsticks, eye products and nail polishes, Countdown also added new brands, including UK colour brand Collection and nail brand OPI’s Nicole by OPI line. Maybelline continues to be stocked and was given increased shelf space.

John Wiggins, a spokesperson for MUD’s New Zealand Distributor, said: “In terms of the cosmetics market in New Zealand, the market is growing and grocery in particular is doing well, as it gives health and beauty more focus and continues to expand its ranges in this area. Mass market colour cosmetics are doing well; there is certainly a demand for good quality international brands but not with the hefty price tag.” He added: “Consumers are a lot more savvy now and understand they don’t have to spend a fortune to get good quality cosmetics. Even though in terms of make-up consumption per capita New Zealand is behind the US and the UK, we are certainly catching up as more brands launch in New Zealand and more traditional food and apparel retailers try to gain market share in this space.”

MUSLIM COSMETICS SALES BOOM

Have Western beauty players properly valued the Muslim personal care and cosmetics market? Although estimated to be worth approximately $46bn two years ago, new insight from The Global Islamic Economy Summit, which took place from 5-6 October, claims this figure is likely to surge to an estimated $80bn by 2020, an increase of almost 74%.

Muslim cosmetics extend from breathable nail polish to alcohol-free fragrances to gelatin-free skin care or personal care products.

Speaking to CBN, Mustafa Adil, Acting Head of Islamic Finance for Thomson Reuters, said the largest demand for cosmetic products among Muslim consumers is now coming from large Muslim minorities in India and Russia, with Indonesia, Turkey and Malaysia close behind.

“Established cosmetic companies have a natural advantage in this space,” he said. Colgate-Palmolive, BASF, P&G, Unilever and L’Oréal are all known players, “but we also see a number of domestic brands growing into regional players, using their customised products and local insights to quickly start capturing reasonable market share,” he added.

Read more at cosmeticsbusiness.com
MISS TRANSGENDER UK FACES CRITICISM

The Miss Transgender UK pageant has come under fire from a trans health organisation, after the first prize winner was awarded gender affirmation surgery.

This year’s winner, 22-year-old Jai Latto from Scotland, won the voucher for full gender correction surgery at the Transgender Surgery Institute in New Delhi, India, as well as travel and accommodation costs, totalling more than £10,000. She also took away a £5,000 cash prize and a modelling contract for Sensalle Lingerie.

While the competition does not officially brand itself as a ‘beauty pageant’, the entrants were judged based on their looks as well as answers to questions in a number of rounds. The pageant included rounds called: ‘casual catwalk’, ‘clubbing wear’ and ‘gala catwalk’, as well as ‘three random questions’.

Despite Latto’s happiness with her win, as reported by The Huffington Post, the pageant has caused uproar from those that fundamentally disagree with the concept of awarding surgery – cosmetic or otherwise – as a prize.

Currently in the UK it is not illegal to award cosmetic surgery as a prize. However, the Keogh review said it was ultimately “irresponsible” to offer surgery under these circumstances.

Jess Bradley, from charity and campaign group Action for Trans Health, told CBN: “Offering any form of surgery – cosmetic or otherwise – as a prize is socially irresponsible.” She continued: “Winning surgery within a specific time frame, with a specific doctor, may mean that people are rushed into making decisions that they wouldn’t otherwise.” Bradley explained that gender affirmation surgery is difficult to access on the NHS, making contestants’ desire to enter “understandable”.

Read more at cosmeticsbusiness.com

UNDER PRESSURE: AVON SHARES EDGE CLOSE TO 10-YEAR LOW

The value of Avon’s shares have hit a near 10-year low. At the time of going to press, the beauty company’s shares hit $3.84, while earlier in the month it wobbled down to $3.24 edging ever closer to its lowest in a decade ($3.18).

Avon has reportedly been in talks with private equity players, including Cerberus Capital Management, over a possible deal that would bolster its liquidity. But there is no news of a sale for the moment.

The century-old beauty operator appears under pressure from several fronts including reduced frontline staff numbers, considerable foreign currency volatility and a pressing need to rejuvenate its brand image and all-round operations, kicked and pushed by new direct selling rivals as well as pressure from brick-and-mortar retail stores. Investment research company Probes Reporter also recently claimed Avon appeared to be under a new US Securities and Exchange Commission investigation.

Bernstein Analyst Ali Dibadj has increasingly become a trenchant critic of the stock and said earlier this year: “A brand whose success is reliant on the less educated, less affluent and more unemployed demographic is a difficult starting point from which to grow”.

Avon’s CEO Sheri McCoy took over after Avon rejected a Coty sale offer of more than $24 a share in 2012. Either way, Avon investors must rue the day Avon turned Coty away. Avon shares rose recently after rumours of a private equity deal, only to fall back after a deal failed to arrive and the probe came to light.

A new word has been cropping up in the cosmetics industry: ‘scienceploitation’. This word is being used to describe the phenomenon where cosmetics marketers leverage their products against scientific claims unsupported by substantial evidence.

According to a study published in the Aesthetic Surgery Journal, scienceploitation is rife when it comes to stem cell-based anti-ageing products, especially online.

US-based Stemology makes use of StemCore-3, a stem cell-based peptide complex, in its products. Dr Hal Simeroth, CTO of DermaTech Research and lead formulator for the Stemology product line said: “I cannot speak for other brands... but I can say that Stemology StemCore-3 is based on valid scientific research, developed by scientists, and has been validated by testing in scientific labs.”

StemCore-3 is made from peptides harvested from adult human and plant stem cell cultures. Read more at cosmeticsbusiness.com

NEWS IN BRIEF

Almost three months of a woman’s life are spent having manicures, research by promotionalcodes.org.uk has revealed. The survey found that those who paint their nails weekly amass a total of 3,068 manicures between the ages of 16 and 75, while the total cost of nail polish comes in at £1,636 in an average lifetime.

German beauty heavyweight Henkel recently marked its 139th anniversary by holding ‘Henkel Day’. The special event, held on 28 September, saw Henkel launch a photo campaign for employees to share images of how they celebrated the company’s birthday. For every picture submitted, Henkel donated €1 to a charity project through its Fritz Henkel Foundation.

IFRA has issued the 48th Amendment to its Code of Practice as part of its ongoing safety programme. This year, emphasis was placed on introducing measures to make the system of standards more consistent and user-friendly. Among the amendments are three new standards based on the dermal sensitisation QRA and a revised policy on the combined use of four phototoxic ingredients.

After a successful five-year partnership, Inter Parfums and Montblanc have extended their license agreement for another ten. Inter Parfums will continue to create, produce and distribute fragrances and ancillary products for Montblanc. The partnership between Inter Parfums and Montblanc has proved fruitful; Inter Parfums’ annual sales of Montblanc’s products now exceed €80m, a 400% increase in four years.

The majority of UK workers in retail are not motivated by cash bonuses, research by One4all Rewards has found. The survey questioned 1,000 workers about what motivates them at work. It found that while incentives can boost morale, handing out lump sums do not affect effort.
CONSUMERS GAIN GREATER REFUND RIGHTS

Members of the public now have the right to ask for a refund for haircuts, manicures and spa treatments if the service was not delivered with "reasonable care". The new right for consumers was introduced to UK law under The Consumer Rights Act 2015, alongside many others. The act helps to empower consumers in the retail setting and put them on a level footing when confronting retailers over a product or service that is below par.

Recognising the importance of transparency and trust for the benefit of the consumer/retailer relationship, some cosmetics retailers put their own money-back guarantees in place years ago. Television shopping channel QVC, for example, continues to offer its 30-day ‘no questions asked’ returns policy on all of its beauty products, even if a customer has opened or tried them.

Under the act, if a consumer buys a good such as an electrical beauty item and it is faulty, they are entitled to a full refund within 30 days. The retailer in question has one opportunity to repair or replace the item but the consumer can choose which option they prefer. The act specifically states that goods “must be of satisfactory quality, based on what a reasonable person would expect, taking into account the price”, "must be fit for purpose" and “must meet the expectations of the consumer”.

The act also protects consumers against shoddy services including beauty treatments such as haircuts, facials or manicures. If the service was not deemed to have been performed with “reasonable care and skill”, then a consumer is entitled to a full refund.

Recognising the vulnerability consumers are increasingly exposed to in the online arena, the act also goes some way to protect shoppers online. If a consumer buys a form of digital content, such as a beauty app or series of video tutorials, and the content is faulty or of an unsatisfactory quality, they can ask for a repair or replacement, although not a full refund.

Read more at cosmeticsbusiness.com

CLARIANT INDIA LINED UP TO MAKE VIVIMED LABS ACQUISITION

Swiss speciality chemicals company Clariant has announced that its Indian operation has entered into an agreement with an intent to acquire part of Indian speciality chemicals company Vivimed Labs' personal care portfolio.

Through the acquisition it is hoped that Clariant will be able to offer a wider selection of products within the sun, skin, hair and oral care sectors, as well as anti-microbial preservatives.

Deepak Parikh, Region President for India, Middle East and Africa at Clariant, said: “The personal care industry in India offers us immense potential, supported by the growing middle-class consumer population and the rising disposable income. This strategic decision will be a significant step towards strengthening our product portfolio and thereby reinforcing Clariant’s long term commitment in the segment.

We believe in the growth potential that India offers and are focused on expanding our footprint in the region.”

Meanwhile, Stephen Lynen, Head ICS, Asia Pacific at Clariant, added: “This marks an important step in our global strategy to enhance our offering in personal care and to boost our presence in Asia. The transaction will strengthen our portfolio with actives to formulate broader solutions such as sun protection in a strong growing market – India.”

Clariant has not made any other cosmetics-related acquisitions this year, although it has made a couple in other sectors, including the aviation and railway industries. In 2011, the company acquired German company Oberhausen Technology Center, which gave Clariant entry into advanced delivery systems for actives.

UK bathroom products retailer Lush is considering running a campaign in aid of the growing problems faced by migrants.

Speaking to CBN, Lush revealed that it is starting to think about what campaigns it might run next year and the ongoing migrant crisis is at the front of its mind.

Hilary Jones, Ethics Director at Lush, said: “With campaigns you can only plan so much, the rest is about staying flexible to react to any political situations or world events. At the moment the things that are uppermost in our concerns are the growing problems faced by migrants and the terrible way this humanitarian crisis is being talked about.” Jones added: “Another issue our staff would love to campaign about is slavery and the use of forced labour. Some of our best campaigns have been from campaign groups approaching us.”

Lush has a history of supporting open borders and freedom of movement for all. Back in 2011, Lush dedicated all of its 95 UK stores to promoting the cause, in support of the national campaign No One Is Illegal (NOII). Read more at cosmeticsbusiness.com

Read more at cosmeticsbusiness.com

NEWS IN BRIEF

Red Carpet Manicure, owned by US-based Professional Beauty Holdings, has signed a new retail partnership with US retailer Nordstrom. The brand started selling its Salon Pro 5-30 and Pro 45 LED Lights, starter kits, nail tools and treatments, along with more than 90 nail polish shades, from 1 October on nordstrom.com.

Japanese cosmetics giant Shiseido Group held a press conference outlining product innovation for its prestige brand Cle de Peau Beaute for 2016. The event was held at Palace Hotel Tokyo on 9 October and was attended by actress and brand muse Amanda Seyfried.

New products were centred around the theme of ‘radiance transcending time’.

Younique, a direct selling beauty company that operates almost exclusively on social media, has expanded into Mexico. The cosmetics and skin care brand is bringing its full range of products to the market. Younique currently operates in the US, Canada, Australia, New Zealand, the UK and Germany.

Church & Dwight, the manufacturer of brands including Nair and Mentadent, is due to announce its third quarter 2015 results on 2 November at 10am (ET). In its second quarter 2015 results, the company generated organic sales growth of 5.1% and reported net sales growth of 4.8% to US$847.1m. Its full-year outlook looks positive, with predicted organic sales growth of roughly 3%.

Allergan, a medical aesthetics company, has received FDA approval to market Juvederm Ultra XC for injection into the lips and perioral area for lip augmentation in adults over the age of 21. Juvederm Ultra XC is a dermal filler that is said to provide fullness to the lips, with results lasting up to one year for lip augmentation procedures.

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WORKING WOMEN DRIVE LATIN AMERICAN MARKET

The rising number of women in work in Latin America is thought to be a key factor behind the rapid expansion and dynamic growth of the beauty and personal care market in the region.

According to a report by Research and Markets, Beauty and Personal Care Market in Latin America 2015-2019, the employment rate for women aged above 15 is growing, and fast. The report explains that as more women gain financial independence and decision-making power on household consumption, as well as higher disposable income, their expenditure on beauty products is predicted to rise as they seek a “presentable” look in the workplace.

However, it is important to view this against the wider economic backdrop. In Latin America and the Caribbean, the richest 1% of the population owns 41% of the region’s total wealth. In a recent report by Oxfam, it noted that the gap between rich and poor is beginning to widen, after a decade of narrowing. Oxfam ‘Even It Up’ campaigner Rosa Cañete said: “Wealth concentration goes hand in hand with greater power for the few; democracy is being hijacked by political and economic elites who use public resources for private benefit.”

Key beauty players in the Latin American market include Chanel, Coty, Energizer Holdings, Estée Lauder, Henkel and L’Oréal, among many other large brand names. One product type that is gaining considerable attention from manufacturers and consumers are BB creams, which have slowly trickled their way round the globe from Asia. Read more at cosmeticsbusiness.com

MOVING INTO SECOND PLACE

Brazil is predicted to experience strong growth over the next four years. By 2019, Brazil’s sales of cosmetics and personal care products are predicted to overtake China’s, making it the second largest personal care market globally after the US. Below illustrates the three regions’ predicted market values by 2019:

Source: Euromonitor
HD Brows has teamed up with UK brow services provider Benito Brow Bar to bring brow services to Debenhams at the Birmingham Bull Ring centre. The stores will offer HD Brows and HD Brows Express treatments on a walk-in appointment basis. They will also offer a series of signature make-up looks created by celebrity make-up artists Kristina Theodoris and Celena Hancock. The make-up looks on offer include: Natural Knockout, Smokin, Sculpt & Glow and Lashes & Liner.

Skin care brand Omorovicza is due to open its Pop Up Urban Spa in London’s Covent Garden this month. The Budapest-based brand has created a new facial exclusively for the event: The Rose Hydrafiling Facial. After their treatment, consumers will be offered an immune-boosting juice as part of the experience. Each facial costs £25, which is redeemable against any Omorovicza purchase at the pop-up.

Sales at John Lewis have fallen in Scotland, despite reported growth in the rest of the UK. The retailer’s Aberdeen store, one of three in the country, reported a 16% year-on-year fall in profits during the first eight weeks of the current financial year. This was in contrast to the overall performance of the company, which recently reported 6.9% growth in sales, taking its total revenue to £86m.

London-based skin care brand 001 Skincare has launched in John Bell & Croyden’s beauty hall. The news comes shortly after the brand secured a listing in the city’s Fortnum & Mason beauty hall. The brand’s products focus on combating the effects of modern living on the skin, aiming to restore its natural balance. Launching just over a year ago, 001 Skincare was founded by aromatherapist and beautician Ada Ooi. The brand’s product range includes Eyecicle – a device designed to be chilled and then used around the eyes.

To celebrate its 80th birthday, French brand Lancôme has opened a concession in the Printemps Haussmann department store in Paris. Measuring 47sqm and designed by Chafik Gasmi, the stand is decked out like a Paris apartment. It features a curved herringbone parquet floor; a suspended black lacquer ceiling with crystal chandeliers and huge black hanging lamps; and white walls and mouldings. Three ‘libraries’ display the Lancôme collection of perfumes, make-up and skin care, while in the centre there is a 4.5m long table, topped with five mirrors, where customers can try products. Clients can select products to try from the three ‘libraries’. Like a jewellery cabinet, each library is equipped with sliding drawers holding trays of product. Some trays come already assembled – for instance, there are 36 colours for ‘the smokey eye’ look – while others are empty for customers to fill themselves or with the help of one of the ten beauty consultants on hand in-store.

At the back of the shop, a wall of animated screens projects an image of Paris at dawn, as if seen through a large window. “More than a house, it’s a guest house, an ‘appartelier’ – a real living place that we have imagined for the Printemps Haussmann stand,” said Aline Cristiani, Managing Director of Lancôme France.

MIMESIS PERFUME MAKES DEBUT VIA FRENCH SALONS

A new perfume brand has launched in France, using a novel distribution route: hair salons. The French hair salon network comprises some 80,000 salons, half of which are independents. Mimesis launched at the beginning of September in 40 salons and aims to be in 100 by the end of autumn. It also plans to unveil its own website at the end of this month.

Mimesis is offering four fragrances to begin with, priced at €34 for 30ml, as well as two fragranced hair care products, Sérum de Parfum and Brume de Parfum. The aim is to attract consumers who have just paid for haircuts.

Outside of France, Mimesis will mostly focus on English-speaking markets, where the markets for niche perfumery and hair care are flourishing. Corentin Le Men, Co-Founder of the company with Marion Massiot, told CBN: “We want to develop a brand that, in the hair world, offers a bridge between perfume and hair care.”

Read more at cosmeticsbusiness.com

John Barrett opens in Saks

John Barrett has announced a new partnership with US department store chain Saks Fifth Avenue. The salon chain will now become Saks’ official in-store salon and spa partner, and will open 15 new salons by the end of 2017. The salons will be designed by Tricarico Architecture and Design. Barrett said: “This partnership with Saks lets us expand the magic we created at John Barrett in New York City to locations throughout the US and Canada. Together we can re-imagine the department store luxury experience and elevate it to an entirely new level.”

The partnership is said to strengthen Saks Fifth Avenue’s place in the luxury beauty market. Marc Metrick, President of Saks Fifth Avenue, said: “John Barrett is one of the best names in hair and beauty and we’re delighted to partner with them. We are focused on quality and luxury in everything that we do, and John Barrett’s expert services give our customers just that. We know John Barrett’s offering will be another reason to shop at Saks.”
ORGANIC BEAUTY’S IMAGE OVERHAUL

Consumer perceptions of organic beauty are changing. The Organic Pharmacy’s Co-founder Margo Marrone discusses how and why

What do consumers think of organic beauty today?
When we launched in 2002, organic was in its infancy and not very well-known or respected. The perception was that products smelled bad and did not perform well. Today, consumers understand that organic products can be high performance and just as luxurious and results-driven as any brand. Consumers have a much higher understanding of organic now and the fact that the skin is a living organ and what we apply to it can be absorbed. Therefore, all the ingredients should be the best they can be.

Is product popularity linked to region?
Even though each market is different, our bestsellers tend to be the same across the world. The Carrot Butter Cleanser – one of the first products I ever formulated – and two serums I formulated 13 years ago are still our bestsellers. In our UAE stores, where the weather is hotter, clients prefer lighter textures. In the US our consumers are most surprised by the scope of products we produce, which includes skin care, body, bath, make-up, fragrance and, of course, the health side, which no other beauty brand does to the same extent as The Organic Pharmacy.

Tell us about the Glamour Food range of food and skin care products...
Glamour Food was originally born out of my desire for healthy, nutritious food. Glamour Food Chocolate, for example, is raw Ecuadorian chocolate with acai, goji, coconut, pomegranate and cranberry; it has a very high antioxidant level and is healthy. The plan is to introduce more healthy, delicious food into this range. Organic food has less toxins in the form of pesticides and artificial fertilisers, and is higher in nutrients so the skin gets more antioxidants. The vision for the Glamour Food beauty products, on the other hand, was to create a skin care range that contains a high percentage of edible ingredients – good enough to eat. Again, I am so conscious of what we put on our skin that I wanted the range to be accessible and of the best quality.

What do you think of the current trend for beauty supplements?
Skin supplements are an essential part of beauty and I’ve always seen it that way. The effect supplementation has on the skin is remarkable and together with the right skin care creates a truly powerful combination. They really do go hand in hand.

Are consumers more open to taking supplements from an organic beauty brand?
I would say that consumers who are interested in their health are very much more open to taking supplements from an organic company than a non-organic one. Were we fit in even more is the fact that we are a pharmacy too.

Read more at cosmeticsbusiness.com

2002
The year that the first The Organic Pharmacy shop opened in London

90-95%
The percentage of organic certified ingredients in The Organic Pharmacy products

250
The number of organic medicinal herbs used in The Organic Pharmacy products

“Consumers understand that organic products can be high performance and just as luxurious and results-driven as any brand”
Margo Marrone, Co-founder of The Organic Pharmacy

Consumers understand that organic products can be high performance and just as luxurious and results-driven as any brand
Margo Marrone, Co-founder of The Organic Pharmacy
US brand Curology has launched online, bringing a customised prescription skin care service to consumers in the US. Each new patient will be assigned to a licensed dermatologist or nurse practitioner through the site. The skin care experts will then evaluate pictures of the patient’s skin and prescribe a medication tailored to their skin type. The products will be shipped to each consumer and they will have unlimited communications with their health care provider.

CLEAN Fragrance, a US prestige lifestyle brand, hopes to boost its sales in the country via television shopping channel QVC. The brand launched on the channel with its CLEAN Warm Cotton and CLEAN Rain edc, as well as its Rollerball Collection of scents on QVC’s Tuesday Night Beauty slot. CLEAN Fragrance selected Megan Gunning as its spokesperson to go on air.

Avon is celebrating its 130th anniversary with a new advertising campaign. The ad features several bloggers testing out its products in a blind trial, before revealing that the items are from Avon. The bloggers – Helen Anderson, Mother Pukka and LoveLaughAndMakeup – are gifted cosmetics in plain black packaging, and are filmed using them and making comments about their efficacy. Once the brand’s name is revealed, the ads ask viewers to #makeupyourownmind. The ads will appear on TV, online and through Video On Demand throughout October. A second advert debuted a week after the first starring independent Avon Representatives chosen from a pool of more than 400 applicants currently working for the company. The businesswomen were chosen for their on-screen presence as well as their relatable stories. The second ads will run until the end of November.
Marketing to millennials: A whole new beauty game

In the next of Cosmetics Business’ month-long series, Millennial 20/20 Co-Founder Rupa Ganatra explains why traditional campaigns won’t cut it with Generation Z.

Growing spending power, an unprecedented amount of time spent online and an increasing demand for authenticity, millennials are transforming the beauty game for heritage brands and creating new opportunities for start-ups who understand what they want. Traditional marketing methods are no longer the norm in this era of Instagram selfies and YouTube tutorials, but where should beauty brands start when overhauling their strategy?

✓ Collaborate with digital influencers

Consumers are engaging with beauty digitally and, as a result, brands have seen the benefit of collaborating with YouTube influencers to target millennial communities. L’Oréal teamed up with YouTube vlogger Michelle Phan in 2013 to launch Em Cosmetics, while Emily Weiss, Founder of Glossier, launched the brand after four years of success with her beauty blog Into the Gloss. In 2016, Glossier will launch its first crowd-sourced skin care, following feedback.

✓ Be informative and educational

Millennials want to hear from people they trust, so collaborations with experts can be hugely valuable. Brands such as MAC, Sephora and Bobbi Brown have collaborated with YouTube talent to drive influence. For example, Bobbi Brown’s YouTube channel launched in 2014 to specifically target the millennial consumer with videos such as Make Up and Go showing make-up routines of beauty gurus.

✓ Create a powerful message

Millennials feel more empowered by a brand that has a powerful message beyond product performance. A recent Bank of America Merrill Lynch survey cited Clinique as a top five beauty brand among millennial women; its recent #FaceForward campaign promotes female empowerment.

✓ Millennials ‘just wanna have fun’

Experiential marketing can create a closer bond between consumer and brand by exposing individuals to fun, memorable experiences. Marc Jacobs launched its Daisy Tweet Shop in New York and London last year to promote its new fragrance; customers were able to exchange social media posts with the #MJDaisyChain hashtag in return for fragrances and other gifts.

SUPPLIER NEWS

ESSENTIAL PARTS

L’Oréal brand Lancôme enlisted the help of US company Axilone to package two skus from its Absolute l’Extrait range. Axilone previously created the top of the Extrait Yeux jar for Lancôme. For its latest project, Axilone developed a total of 16 parts including the lid, collar, facing plate and base of the jars for both the Serum and Eau de Soin items. The collars consist of a pump with a shoulder plate between them. The lids are in four pieces. The base of the jar as well as the facing plate come in metal with an anodised gold finish.

READY TO RELOAD

Arcade Beauty has partnered with Axilone to launch a personalised and refillable mini spray device. The kit contains a rechargeable phial inserted into a spray decorated with a customisable shell. A perfume filling funnel is also included. A refill is supplied empty, is easy to clean and fill up.

Read more at cosmeticsbusiness.com

STICK AND TWIST

Quadpack has introduced an extension to its range of Q-Line Pansticks. The new slimline additions feature a coloured ring around the centre of the stick. The 10ml Slim Panstick is said to be ideal for water-based formulations such as foundation as well as sun care and solid fragrances.

Read more at cosmeticsbusiness.com

COLOUR MATCH

UK retailer ASDA worked with M&H Plastics and Potter & Moore to create the packaging for its new range of own brand shampoos and conditioners. The bottles and tottles were made in bright colours to reflect the ingredients of the formulas inside.

Read more at cosmeticsbusiness.com

THE POWER OF OLIVES

Clariant has brought a new active to the market that is claimed to slow down skin ageing. The Plantasens Olive Active HP, a 100% olive-derived active, is said to help counteract two physiological processes: glycation and lipid peroxidation. These processes contribute to the formation of wrinkles, skin thinning and loss of suppleness. Plantasens Olive Active HP is said to be ideal for use in anti-ageing creams and lotions, sun care and after sun products.

Next week’s issue: Building your content marketing strategy
NEW PRODUCTS

1 RIMMEL’s latest launch for lashes is 24HR Supercurler Mascara (£6.99). The product is said to be a mascara and lash-curler in one, leaving eyelashes curled for up to 24 hours. With a patent-pending formula, the mascara contains a ‘super curling’ polymer that is designed to create a ‘perm’ effect and push lashes up to 90 degrees.

Launch: out now
Read more at cosmeticsbusiness.com

2 BEE GOOD is aiming to put youth back on consumers’ sides with the launch of its Youth Enhancing Range. The line comprises three products for face: Plump & Firm Moisturiser, Hydrate, Smooth & Prime Serum and Lift & Brighten Eye Cream. The products are said to contain six key active ingredients and are designed to soften wrinkles and brighten dull or tired skin.

Launch: out now

3 NEW CID is preparing for the festive season with the launch of three gift sets and a number of stocking fillers. The gift sets include: Limited Edition i - gloss Collection (£29.99) available in two colour themes, Fashion or Nude; The Baked Collection (£39.99), which contains bronzer (pictured), shimmer powder and a brush; and The Award-Winning Collection (£49), which comprises a primer, lip gloss and brow groomer. Stocking fillers, meanwhile, include i - dazzle Shimmering Loose Powder (£20) and four Mini Magic products (£10 each).

Launch: November

4 FUDGE has created what it is calling “a revolution in men’s grooming”. The new Xpander Jelly (£12.95) hair styling product is said to be lightweight, non-sticky and paraben-free. It contains ‘fibre-dense technology’, which the brand says makes use of fast-absorbing wheat protein and enzyme fibre actives to increase the density of hair by 100%. The product also contains hydrolysed keratin and vitamin B5 to improve hair strength and reduce breakage, while it has the added benefit of protecting hair from temperatures of up to 235°C.

Launch: out now
Read more at cosmeticsbusiness.com

5 NAUTICA, a fashion and homeware brand, has unveiled a new men’s fragrance, Nautica Life Energy (£62.50 for 100ml). The fragrance is said to be an evolution following the brand’s previous scent Nautica Life and joins its wider collection of fragrances. Nautica Life Energy contains notes of ‘sea splash’, bergamot and grapefruit, as well as sage, lily of the valley and ivy leaves. At the base are notes of cedarwood, musk and vetiver.

Launch: out now

6 AVON is raising funds for Breast Cancer Now, a UK charity, during Breast Cancer Awareness Month this October. Alongside a bracelet, Avon has also launched a limited edition Breast Cancer Awareness Month Gift Set (£8). From each sale, £1.50 will be donated to Breast Cancer Now. The set includes Nailwear Pro in Viva Pink, Glazewear Absolute lip gloss in Renewing Rose and a lips print compact mirror.

Launch: out now

7 DECLÉOR has launched a range targeted at tired, stressed skin. The Aurabsolu products (£12-£49.50) are based on the key active, jasmine grandiflorum absolute. The active is said to have antioxidant, redensifying and radiance-enhancing properties. The range includes: Intense Glow Awakening Cream, Intense Glow For Eyes Dark Circle Corrector, Intense Glow Refreshing Mist and Intense Glow Hydrogel Mask.

Launch: out now
Read more at cosmeticsbusiness.com

8 ACCESSORIZE, a fashion and accessories retailer, has brought out a new beauty collection. The Sweet Lotus range (£5-£15) was designed with travel in mind, and products are packaged in small tubes and bottles. The collection includes: Hand Cream in Carton, Travel Hand Creams, Bathing Duo, Refreshing Travel Set in Tin, Lip Balm in Carton, Bath Petals in Box and Ultimate Travel Collection in PVC Wash Bag.

Launch: November
The man behind French beauty brand SISLEY has passed away at the age of 89. HUBERT D’ORNANO, who founded the brand in 1976, died on 25 September.

D’Ornano is acclaimed for being a pioneer of phyto-cosmetology, once stating: “I love the countryside. I am aware that, thanks to modern technology, it is in plants that one can make the biggest discoveries, not only for medicine, but also for cosmetics.”

Over the 40 years at the helm of Sisley – working alongside his wife Isabelle and children Philippe, Christine and Elisabeth – d’Ornano spearheaded the growth of the cosmetics brand. Today Sisley has 30 subsidiaries, and markets and distributes its products in more than 90 countries.

In 2007, d’Ornano and his wife crated the Sisley-d’Ornano Foundation, under the aegis of the Fondation de France. The Foundation was formed to deliver charity work and philanthropy across sectors in France and abroad. An example of the work carried out by the Foundation was the restoration of the fresco of the Church of Our Lady Assumption, the seat of the Polish Mission in Paris.

A year later, d’Ornano became a published author, releasing his memoirs, Boundless Beauty. At the time, he revealed his motive behind the book was to “tell this personal, family and collective story to safeguard it, to pass it on to my descendents. To share it with those who use and love Sisley and those who have contributed to its development”.

D’Ornano was born to Guillaume and Elisabeth d’Ornano on 31 March 1926 in Melgiew, Poland. At the age of eight, he moved to France and attended the Saint-Martin de Pontoise school. His first taste of business came aged just 20, when he and his brother Michel founded the perfumery company Jean d’Albret. He also went on to found the skin care range Orlane, with his father and brother.

Today, Sisley has more than 4,000 employees from 100 nationalities. It specialises in skin care, fragrance and colour cosmetics.

Read more at cosmeticsbusiness.com

IN MEMORY OF HUBERT D’ORNANO

Music legend MARIAH CAREY has announced a new collaboration with MAC COSMETICS. The 45-year-old singer songwriter, famous for hits including Hero, We Belong Together and Without You, has teamed up with the Estée Lauder brand to launch a number of new products. Due to launch in December in the US and February in the UK is Carey and MAC’s All I Want lipstick. Meanwhile, a MAC Beauty Icon collection is slated to hit shelves later in 2016. James Gager, Senior VP/Group Creative Director for MAC Cosmetics, said: “Throughout the years we’ve all watched [Carey] with admiration and feel right now she is at her ultimate best. She exudes elegance, glamour, sophistication and a sense of fun. Her All I Want lipstick is the perfect frosty holiday shade and her Beauty Icon collection will be everything you think of when you think MAC and Mariah.”

Read more at cosmeticsbusiness.com

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HOW DOES THE 5P BAG LEVY AFFECT BEAUTY RETAILERS?

The new plastic bag charge in England affects all retailers with more than 250 employees – beauty stores included. England has finally caught up with Scotland and Wales. From 5 October onwards, retailers in England with more than 250 employees were obliged to start charging consumers 5p for a plastic carrier bag. Some exceptions were made, however, including plastic bags at airport shops and on trains, planes or ships, as well as paper bags. Similarly, plastic bags used to wrap certain food items or prescription medicines were also made exempt from carrying a charge. The new rules do not make any exceptions for the beauty industry, however, so what is the impact on retailers?

Looking at England’s biggest beauty retailers, some seemed to be more ahead of the curve than others. Boots, for example, had already been implementing a charge for some time and will, going forwards, donate all UK proceeds to BBC Children in Need. Superdrug, on the other hand, has only now introduced the charge, alongside Debenhams and Poundland (for a full list of beauty retailers and their bag policies, visit cosmeticsbusiness.com)

The UK is not the only one to be cracking down on plastic bags. The European parliament has enforced a new rule that by 2018, all EU member states will have to either ensure no more lightweight bags are given out for free or to limit the use of bags to 90 per person by the end of 2019 and 40 by the end of 2025.

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THE EXPERTS

“We’re entirely happy with the 5p carrier bag charge – it’s already in place for stores in Scotland and Wales. Our current charitable efforts are focused on raising £500,000 for our partner charity, Rays of Sunshine, and we will continue to donate 5p from every transaction to help ‘spray a little happiness’ into the lives of children with life-limiting conditions, with the support of our customers.”
Sanjay Vadera, Chief Executive, The Fragrance Shop

“While there will inevitably be a few teething problems, the plastic bag charge is unequivocally a step in the right direction. Not only will it help the environment and raise money for good causes, it will also cut waste and reduce costs for beauty retailers such as Boots or Superdrug. The charge should have also been brought in for smaller shops, which can and should start to apply the charge voluntarily as it will save them money.”
Sam Lowe, Resources Campaigner, Friends of the Earth

“Over the last few months we’ve been communicating to our customers via e-mails, in-store marketing material and training our partners [employees] so they can have discussions with customers. We want to ensure our customers know about the timelines, what is changing and what we are doing to make the transition to paying for plastic bags as smooth as possible.”
Spokesperson from Waitrose