

COSMETICS BUSINESS NEWS

BUSINESS 2

JCPenney files for bankruptcy as Covid-19 hits retailers hard

EXPERT ADVICE 7

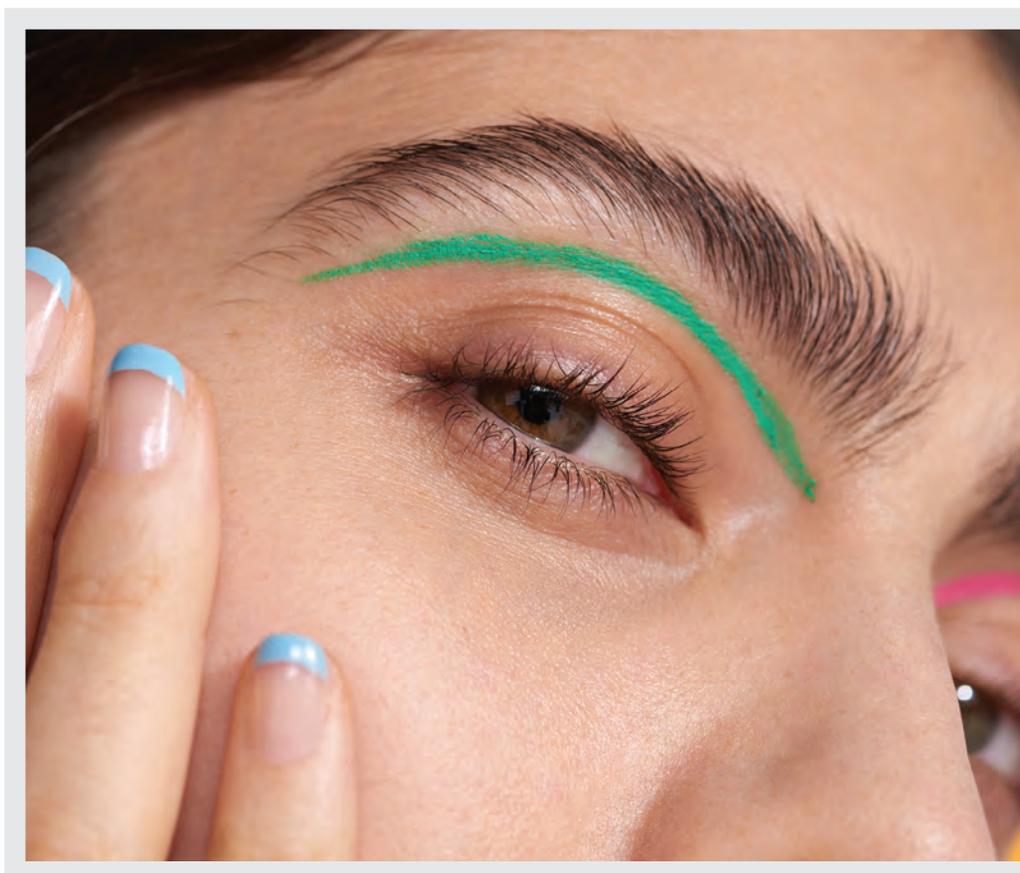
How are beauty influencers responding to coronavirus?

DIGITAL 8

Pinterest teams up with Shopify to boost visibility online

PEOPLE 11

Lottie London taps Laila Loves for new summer range



SALON BOOKINGS BOOM AFTER COUNTRIES EASE RESTRICTIONS

Treatment booking platform Treatwell reveals latest figures from European markets

While the UK beauty salon industry remains closed until at least 4 July, in Europe businesses are beginning to reopen as lockdown rules relax.

Covid-19 restrictions have eased in Switzerland, Germany, Netherlands, France, Spain and Lithuania, and beauty treatment platform Treatwell has reported a record number of bookings across Europe.

When Germany announced salons could reopen on 24 May, Treatwell saw a 2000% increase in bookings. Similarly, Netherlands businesses reported an increase of 4500% and France hit 3100%.

The majority of customers are now booking further ahead than before, from two days up to two weeks prior to the appointment date.

Male consumers were particularly keen to land the first appointments. Just five minutes after Swiss beauty salons began trading again, the first treatment booked was a men's haircut at 8am. Similarly, men's appointments were snapped up within minutes in Germany and France.

Giorgia Rossi, Chief Operating Officer at Treatwell, said: "These learnings are helping us build 'best practice' advice which we plan to share with UK trading bodies and the government."

IMERYS SELLS MINES TO SETTLE LAWSUIT

Imerys, the talc mining giant and supplier of J&J, has put its North America subsidiaries on the market in order to escape further litigation from asbestos-related lawsuits.

The Reorganization Plan will apply to Imerys Talc America, Imerys Talc Vermont and Imerys Talc Canada, which filed for bankruptcy last year and, since being named in new US lawsuits, Imerys Talc Italy.

Upon US court approval, proceeds of the sale will be channeled into an independent trust to compensate claimants and in return, Imerys will be released from all existing and future talc-related liabilities from its subsidiaries' operations.

"This is a significant step in the North America Talc Subsidiaries' path towards emergence from chapter 11," said Giorgio La Motta, Imerys Talc America, Imerys Talc Vermont and Imerys Talc Canada President.

"The plan represents a favourable outcome for the North America talc subsidiaries' stakeholders and will enable us to move forward free of historic talc-related liabilities."

The French-based J&J talc supplier is expecting to receive confirmation of the plan and emerge from bankruptcy protection by the end of 2020.

The deal is an attempt to end six years of litigation that the company has been embroiled in, as the sole talc supplier for personal care giant J&J.

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NEWS

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JCPENNEY STARTS BANKRUPTCY PROCESS

JCPenney, one of the US' largest department store retailers, has filed for Chapter 11 bankruptcy.

The company hopes to strengthen its position for the long term by entering a restructuring support agreement with lenders, who will hold approximately 70% of its first lien debt.

A restructuring plan is expected to reduce several billion dollars of indebtedness and help the retailer through the Covid-19 pandemic. It is also exploring a third-party sale.

Hundreds of JCPenney stores are present in the US and Puerto Rico; these will close in phases with the first to be confirmed in the coming weeks.

JCPenney has a long-standing partnership with LVMH-owned Sephora, which operates stores within its locations (pictured). It also offers salon services through The Salon by InStyle.

Jill Soltau, CEO of JCPenney, said: "The coronavirus pandemic has created unprecedented challenges for our families, our loved ones, our communities and our country."

She added: "As a result, the American retail industry has experienced a profoundly different new reality, requiring JCPenney to make difficult decisions in running our business to protect the safety of our associates and customers and the future of our company."

Soltau explained that prior to the pandemic, the company had made "significant progress" to strengthen its position under the Plan for Renewal strategy.

However, store closures as a result of the pandemic have been detrimental and "necessitated a more fulsome review".

Since filing under Chapter 11, JCPenney has been given authorisation to continue paying non-furloughed staff wages.

**ABBVIE ACQUIRES BOTOX-MAKER ALLERGAN IN LANDMARK DEAL**

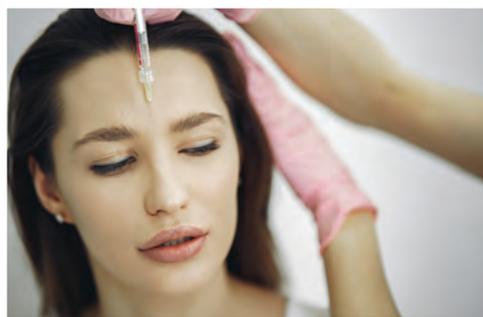
AbbVie, the biopharmaceutical company, has acquired Allergan in what its CEO described as an "important milestone".

The acquisition includes Allergan's global aesthetics business which comprises injectables brands Botox and Juvederm as well as CoolSculpting, which Allergan acquired in 2017.

Calling the deal a 'turning point', Richard Gonzalez, Chairman and CEO of AbbVie, said: "We are pleased to reach this important milestone for the company, its employees, shareholders and the patients we serve."

The acquisition will grow AbbVie's revenues to approximately US\$30bn in revenues for full-year 2020, with combined revenues of around \$50bn.

Allergan shareholders will receive 0.8660 AbbVie shares and \$120.30 in cash.

*Inter Parfums reveals Middle East and Asia sales worst-hit*

Inter Parfums saw net sales decline 44% and 37% in the Middle East and Asia respectively in Q1 2020, due to the Covid-19 crisis.

Compared to the last year's first quarter, sales buckled in the regions as large parts of the Asia market and travel retail were closed amid enforced coronavirus restrictions.

However, towards the end of March and into April, some of the Asia market reopened, driven by China, which kicked off restriction easing.

Inter Parfums revealed its Anna Sui fragrance sales – its best-selling brand in China – made a "dramatic improvement" in March, with retail sales approximately double those made by the company in February.

Drawing on the observations, Jean Madar, Chairman & CEO of Inter Parfums, said: "Anna Sui fragrance sales are in great part conducted through e-commerce, therefore we believe that this favourable trend will continue."

"Several countries in Europe are moving forward with store reopening plans and are targeting later this month as a goal. We see the same thing happening in the Middle East."

Inter Parfums has postponed the launch of several major roll-outs including those for Kate Spade New York, Jimmy Choo, Anna Sui and Guess until 2021.

RIHANNA PROPELS ONTO UK'S RICH LIST

Rihanna's beauty brand has propelled her onto the Sunday Times Rich List. The Barbadian pop star made her debut on the exclusive round-up of Britain's wealthiest residents earlier in May, with an estimated fortune of £368m.

Rihanna's wealth is considered to be a result of the success of her cosmetics brand Fenty Beauty, which launched in 2017, in partnership with cosmetics giant LVMH.

Fenty is currently valued at US\$3bn and the singer has a reported 15% stake in the business – making her shares worth \$433m (£351.6m).

Rihanna, who lives in London, is now the third richest musician in the country, behind Andrew Lloyd Webber and Paul McCartney, who are joint first with fortunes of £800m a piece.

The beauty entrepreneur has overtaken British musicians Sir Elton John and Sir Mick Jagger. She is also the only female singer in the top 10, as author Olivia Harrison – in sixth place – inherited her fortune from late husband and Beatles member George Harrison.

In April, Rihanna confirmed that her colour cosmetics empire will expand into skin care. 'Fenty Skin' was first trademarked in March 2019, but was not confirmed as a brand extension until this year. Products slated for launch include soap, body care and personal care products.



As the world grapples with the coronavirus pandemic, **L'ORÉAL** has scrapped its planned dividend increase.

The beauty giant has instead opted to keep the same payout as 2019 at €3.85 per share. L'Oréal suffered a disappointing start to the financial year with a 4.3% decrease in group sales, down to €7.22bn, compared to the same period in 2019.

All regions, apart from Latin America, experienced a downturn in sales. L'Oréal's Board has also decided to abandon any share buyback for 2020, which in 2019 amounted to €750m.

L'Oréal's Board previously agreed to postpone its Annual General Meeting from 21 April to 30 June. In a statement, the company acknowledged that Covid-19 will have a higher impact than initially forecast on the consumption of cosmetics and beauty products and, therefore, the L'Oréal business.

"Our priority in this difficult period is to ensure the welfare of our employees and our partners," it stated at the time.



CENTRIC BRANDS FILES FOR BANKRUPTCY AMID COVID-19

Centric Brands, the fashion, beauty and lifestyle product maker, has filed for bankruptcy protection under Chapter 11 and revealed its intention to go private.

The holder of beauty and bathroom product licences for Disney, Nickelodeon, Hershey and Warner Brothers, among others, has entered into a Restructuring Support Agreement with the company's secured lenders.

The agreement aims to reduce the company's second lien indebtedness by approximately US\$700m and strengthen its position for future growth and success.

Jason Rabin, CEO of Centric Brands, said: "Today's agreement marks the beginning of our next chapter as an even stronger company and builds upon our progress to date executing on our long-term strategy."

Talking about the impact of the Covid-19 crisis, he added: "The pandemic disrupted many of our wholesale accounts' ordering and constrained our cash flow.

"However, we are confident that with added flexibility in our capital structure, we will be well-positioned for long-term success during this period and beyond."

The Chapter 11 process will not impact the company's decision to reopen relevant locations, but primarily allow it to optimise operations.

NEWS IN BRIEF



GENOMATICA the San Diego-based chemicals company, has named Glenn as the exclusive distributor for its Brontide ingredient in the US. Genomatica's Brontide is said to have taken four years to develop and was introduced to the cosmetics market in 2018. The natural butylene glycol plant-based ingredient is an alternative to petroleum-based products, a byproduct of the fossil fuel industry. Brontide can be applied to moisturisers, shampoos, body washes and creams, and is used for moisture retention, improved texture and as a solubiliser for plant extracts, flavours and fragrances.



JCPENNEY and **SEPHORA** have re-established their 14-year partnership after a legal dispute that threatened the closure of more than 600 in-store beauty counters. The spat began last month after the LVMH-owned beauty retailer reportedly threatened to walk out on their retail agreement, triggering JCPenney to file a lawsuit blocking the exit. Sephora argued that the agreement had been breached when JCPenney furloughed its boutique workers due to the outbreak of the coronavirus pandemic, according to *Bloomberg*. In a statement, JCPenney said: "Both companies worked constructively to resolve outstanding legal matters and have agreed to mutually beneficial revisions to their joint enterprise operating agreement."

NEWS IN BRIEF



L'ORÉAL has launched a solidarity programme to financially support vulnerable women and the environment. The L'Oréal For the Future initiative includes the creation of a €50m charitable fund that will aid organisations that support highly vulnerable women. Women are said to be disproportionately affected by the Covid-19 crisis, particularly in terms of job and income loss creating greater reliance on food banks. Meanwhile, domestic and sexual violence crimes are increasing worldwide as many countries remain on lockdown. The programme will also include a €100m fund for the regeneration of damaged natural ecosystems.

ALBÉA, the packaging company, has teamed up with French beauty group L'Occitane on a new effort to support health workers grappling with the coronavirus pandemic. The duo will co-manufacture one million liquid soap and hydroalcoholic gels to be distributed to health care staff in China, Brazil, Japan, Russia, Europe and the US. In a statement Albéa said: "We are proud and honoured for this relationship based on respect and mutual trust. We also want to thank each member at Albéa and L'Occitane, from the industrial site in Argonne to the purchasing, marketing, product development teams and more."



WHICH AGE GROUPS ARE SPENDING THE MOST ON BEAUTY DURING LOCKDOWN?

It is evident that the pandemic has had a major impact on the beauty industry, nail care and hair dye sales are soaring while make-up has taken a hit.

And with bricks-and-mortar closures, consumers have shifted online to buy beauty.

During the two weeks between 16-29 March, as Britain went into lockdown, online shoppers heavily invested in beauty products – creating a sales boost of 14%.

The figures by buy now pay later firm Klarna reveal that the beauty sales plateaued throughout April, with another uptick of 17% in the week beginning 27 April.

The Swedish payment provider analysed the shopping behaviour of more than seven million UK-based consumers across its 5,000 retail partners. Klarna's beauty clients include ghd, Bali Body, ASOS, Charlotte Tilbury and Cult Beauty.

Across all age groups, cosmetic spending has been on the rise during the pandemic.

Gen Z have been the biggest beauty spenders during the coronavirus pandemic, with sales among 18-23-year-olds up by 81%.

Millennials saw a 56% increase in cosmetic spending, followed by Gen X (31%) and Baby Boomers (34%).

"It's amazing to see how e-commerce purchasing have evolved significantly during the period of just a few short weeks," said Luke Griffiths, Klarna General Manager. "For retailers and brands, the data may indicate an early emphasis on leisure, sport and hobbies, and health and beauty as consumers chose to buy comfort items to work from home in, as well as workout wear to keep them fit and exercising in their living rooms. Consumers are also taking advantage of flexible online payment options."



A-BEAUTY GOALS: AMOREPACIFIC ENTERS CUSTOM SKIN CARE WITH RATIONALE DEAL

Amorepacific, the Korean beauty conglomerate, has acquired a minority stake in luxury Australian skin care brand Rationale.

Founded in 1992, Rationale specialises in professional treatments and sun protection with its 'Essential Six' product collections.

The deal will enable the Melbourne-based brand to expand internationally, with goals to enter South Korea, the UK, the US, Hong Kong and Singapore by 2025.

Amorepacific is planning to increase its market share, retail network and operations in Oceania.

The group first entered the region in 2018 with the its Laneige and Innisfree brands.

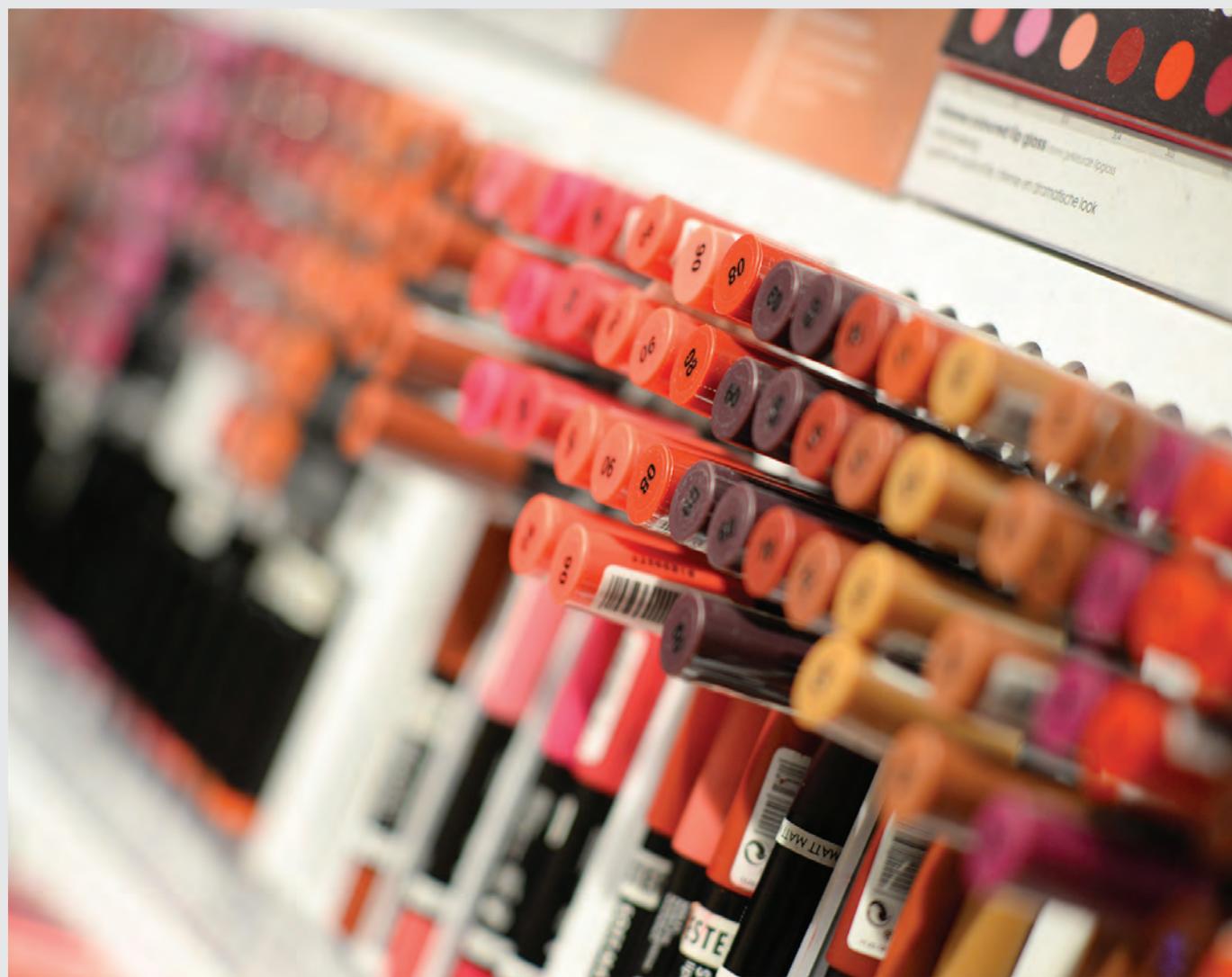
Meanwhile, in March, it launched Sulwasoo into Sephora stores across Australia and New Zealand.

Saehong Ahn Amorepacific's President added that the deal with Rationale will also expand the company's personalised skin care product business.

"Amorepacific will continue to look into M&A and partnerships with promising companies and secure opportunities for future growth," he added.

In 2019, Amorepacific bought a minority stake in Milk Makeup, as the cult beauty brand prepared to expand into South Korea. A social media hit due to its striking visuals, Milk Makeup is known for its innovative formulas and 'clean' ingredients.





SHOPPERS ADMIT TO FEARS OVER COSMETICS TESTERS

Over three quarters of shoppers in the US have said they would not feel safe testing beauty products in reopened stores.

With Covid-19 fears prevalent, 78% of women polled in a study by First Insight admitted to feeling unsafe using cosmetics testers in-store. Meanwhile, 64% of men were also found to share the same concerns.

The age group with the greatest fears about using publicly-accessible beauty testers were Baby Boomers, with 86% saying they would feel unsafe. This was followed by Gen X at 70%, Gen Z at 68% and Millennials at 58%.

The study also provided insight into consumer attitudes towards sales associates, who are often employed by beauty brands and retailers on counter or in-store.

Most women and men said they would not feel safe working with a sales associate at 66% and 54% respectively.

Talking about the findings, Greg Petro, CEO of First Insight, said: "The coronavirus has moved the industry away from high-touch to low-touch.

"The 'new normal' for retailers will be to work with shoppers in a hands-free way to help them to find what they need while also giving them the space to feel comfortable, particularly with high-risk groups like Baby Boomers."

When asked what measures would make consumers feel safer in-store, most respondents agreed that hand sanitiser and limiting the number of shoppers in one location would alleviate some fears, at 80% respectively.

Meanwhile, 79% said wearing face masks would make them feel safer, and 69% selected temperature checks and self-checkouts.

WHAT IS THE FUTURE OF PRODUCT TESTERS?

"DIGITAL SAMPLING"

~ Lucy Tandon Copp, Editor



"It seems we're treading in new territory at every step of the retail journey at the moment, and now the writing is on the wall for product testers.

For colour matching, I think digital sampling provides a strong solution, but texture, feel and smell can be just as important to consumers. Brands will need to up their communication to bring these elements to life."

"ONLINE DEMOS"

~ Becky Bargh, Reporter



"Brands are already having to be inventive with their new product launches as lockdown prevents consumers from trying on products in-store. As a result, many have turned to social media to offer product tutorials and how-tos. This concept could be adopted for product testers with influencers, consumers or employees giving online demos of colours and textures to suit certain skin tones."

RETAIL

NEWS IN BRIEF



SUPER FACIALIST has won a retail deal with supermarket chain Waitrose. The John Lewis-owned grocery store will stock two of the brand's best-selling ranges: Vitamin C+ and Retinol+. Skus in the Vitamin C+ range include a cleansing oil, polish wash, skin serum and moisturiser, while the Retinol+ range comprises a cleanser, serum, day and night cream. The line joins beauty brands Nip + Fab, Previsse, Neal's Yard Remedies and Simple on-shelf. Super Facialist's full product range is organised into six regimes to address specific skin care concerns, such as the Rose line, for hydration; Salicylic Acid, to tackle blemishes; and Hyaluronic Acid, to firm skin. Super Facialist products are also available at boots.com, feelunique.com and amazon.co.uk.

SHISEIDO, the Japanese beauty giant, has begun selling its Shiseido brand products in Sri Lanka. The decision was made under the company's Prestige First Strategy, set out by Shiseido's Vision 2020, to drive global growth. In a statement, the cosmetics company described the market as one with "high potential". It said: "In South Asia, where economic growth is considerable, the company already distributes cosmetics products in India, and positions Sri Lanka as a market with high potential given its population of more than 20 million people and large prestige cosmetics markets."



Family-owned beauty brand **BABOR** has given its Hamburg store in Germany a makeover.

The larger 150sqm space has tripled in size and has been decked out with velvet and marble finishes alongside gold and brass features to create a luxury effect.

Black and white designs with pink and gold accents are said to evoke a new beauty experience from the brand. In a statement describing the space, Babor said: "The store welcomes you with an energetic setting that invites you to shop."

Four treatment rooms are also available for store visitors to make use of, alongside an 'experience table' displaying the brand's traditional product ampoules. "This area offers sufficient distance to the turbulent store to discuss desired beauty treatments in peace," added the brand. "The actual, personal Babor experience begins with a skin analysis. It tells the skin expert what the skin really requires so that they can tailor the treatment to the customer's individual needs."

Babor was founded in 1956 by Michael Babor and is now led by the family's third generation.

SUPERDRUG REVEALS MOST POPULAR LOCKDOWN BUYS

Superdrug has revealed its best-selling beauty categories during lockdown.

According to the British retailer, online sales have surged by 55% in the week commencing 27 April, compared to 2019, with figures attributed to consumers experimenting with at-home cosmetic and beauty treatments.

With growth of 76%, Superdrug's hair care category saw the biggest sales uplift across its entire beauty business.

At-home hair dye kits were particularly popular for UK-based consumers prior to lockdown, as access to salons looked uncertain. The A.S. Watson-owned company saw a 27% increase in sales the week before the British government enforced tighter restrictions on 23 March.

Shoppers are also keen to tidy up unruly hair during lockdown. Superdrug's Hair Thinning Scissors saw a sales increase of 683%, while the chain's professional products, including the Tinting Brush and mixing bowl sales increased.

Lush launches local delivery service for Londoners

British beauty brand Lush has launched a local delivery service from its Oxford Street store, UK, while doors remain closed due to Covid-19.

London-based customers will be able to have products delivered to their home, with orders placed before 2pm promised to reach their destination the next working day.

"During these unusual times self-care is more important than ever and our team here at Lush Oxford Street want to make sure that you can look after yourself," said the cosmetic brand's Oxford Street store Senior Manager Sergio Mastrodonato.

Lush hinted at the London delivery service earlier this month after it said it would begin to reopen some of its 935 worldwide shops.

Lush's German and Austrian outlets are now trading, while stores in the UAE, Russia, South Africa, Netherlands and other countries in Europe are expected to resume business in May.



Alex Rawitz is Content Lead for Reporting for influencer marketing platform Tribe Dynamics

“**A**cross the various international markets and beauty verticals included in Tribe Dynamics’ Covid-19 Influencer Marketing Impact Study, we saw a notable increase in branded YouTube videos in the month of March.

Furthermore, within the US, we noted an approximate 25% spike in Instagram video views, and an approximate 10% jump in comments on influencers’ Instagram and YouTube posts. This surge in audience engagement points directly to the increasingly necessary communal power of social media in today’s market.

Influencers put followers’ needs front and centre

Throughout this period of self-isolation, social media content trends have highlighted the importance of the relationship between influencers and their followers. Many influencers have responded to the crisis by tailoring their content to the present moment, sharing at-home looks and social isolation-lifestyle posts, all while providing a much-needed sense of community.

YouTubers, who have stepped up their content creation across the board, have taken a multi-pronged approach to the crisis: some beauty vloggers offer soothing tutorials designed to relieve stress, while others are recommending their favorite TV shows and additional ways to pass the time.

Still others have faced the crisis by keeping calm and carrying on: in a March video



HOW COVID-19 HAS IMPACTED INFLUENCERS

The global pandemic has disrupted cosmetics innovation, NPD and sales, in turn affecting social media influencers. So how are they adapting to their ‘new normal’?

titled *What I Need To Say*, vlogger Amelia Liana spoke for many content creators by stating that she is “not a Covid-19 influencer,” emphasising that she would be sharing her regular lifestyle and beauty content in order to “protect people’s emotional and mental health, and not add to their anxiety”.

Cosmetics brands see EMV boom during pandemic

More influencer content, and more audience engagement on that content, led to a rare occurrence in our March Cosmetics Tribe Top 10. All Top 10 brands, and many

brands outside the Top 10, saw month-over-month earned media value (EMV) increases.

With more time on their hands, influencers turned to creative, in-depth make-up tutorials, which led to this across-the-board EMV growth.

Additionally, in a month defined by tutorial creation, an individual influencer’s organic brand affinity made a larger difference than ever, with product loyalty fueling growth for many standout brands like Huda Beauty and Fenty Beauty.

Finally, many content creators turned to quarantine-favourite app TikTok for inspiration, leading to new

genres of make-up content on YouTube and Instagram, such as TikTok-style tutorials, and ‘Testing Popular TikTok Products’ reviews.

While the crisis posed by Covid-19 is far from over, the response from beauty influencers is clear: the communal connection enabled by social media is incredibly powerful and influencers and consumers are leaning on this bond to distract, escape and cope with the current situation.

In these troubled times, the strength and resilience of the beauty community serves as a reminder that, though we may feel isolated, we are not alone.”

NEWS IN BRIEF



MALIN + GOETZ has put its faith in the European beauty market with a new e-commerce website. The site will enable consumers in more than 20 EU countries, including France, Italy, Spain and Belgium, to purchase its products. Speaking to *Cosmetics Business*, Malin + Goetz said the decision was taken in order to serve more consumers in lockdown due to coronavirus. "It [the launch] comes at a time where online shopping is more important than ever and we want to make sure our customers from across Europe are able to purchase their two-step essentials, favourites and simple luxuries throughout this increasingly difficult period and beyond," said Malin + Goetz's CEO Brad Horowitz.

Cosmetic doctor **DR TIJIN ESHO** has spoken out about his experience of returning to the NHS after the outbreak of the Covid-19 crisis. Hosting a podcast episode called *From Fillers to Frontline*, as part of *Allergan Aesthetics' Beauty Decoded* series, Esho is joined by aesthetic surgeons Dr Sophie Shoter, of The Cosmetic Skin Clinic, and Mr Apul Parik, from the PHI Clinic, who also both made the decision to give their services to the NHS. The three doctors share their reasons for helping during the pandemic.



PINTEREST TEAMS UP WITH SHOPIFY TO BOOST COMPANY VISIBILITY ONLINE

Social media site Pinterest has teamed up with e-commerce giant Shopify on a new digital venture to boost the visibility of companies online.

The new app will allow Shopify merchants to upload their product catalogues to Pinterest's platform and transform their products into shoppable pins.

Shopify beauty merchants include Kylie Jenner's Kylie Cosmetics, ColourPop, Jeffree Star Cosmetics and Morphe.

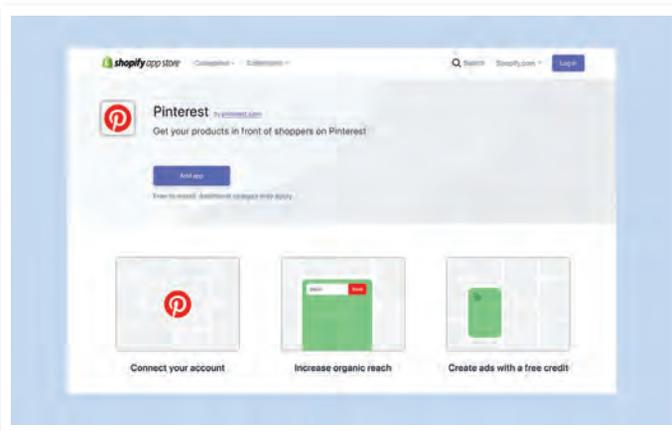
Once installed, the app will allow the company to use a tag on its website, upload the product catalogue and publish in-stock product pins.

"As we make Pinterest more shoppable, Shopify is the perfect partner for bringing access to catalogues, product pins and shopping ads to merchants so they can get in front of the millions of pinners looking for unique products that match their taste," said Pinterest's SVP of Technology Jeremy King. "With the new Pinterest app on

Shopify, in just a few clicks retailers can take the products on their virtual store shelves to the recommendations Pinners see as they shop."

The app will also instantly create a connection between the individual store and Pinterest so the merchant will not need an edit code or to add development resources.

Merchants in the US and Canada currently have access to the app, while the service is expected to roll-out in Australia, France, Germany, Italy, Spain and the UK in the next few weeks.



Beauty tech provider **YOUCAM MAKEUP** has launched three augmented reality (AR) and artificial intelligence (AI) applications for Chinese social media platform WeChat.

WeChat merchants will now be able to offer users YouCam Makeup's Virtual Makeup Try-On, AI Skin Diagnostics and AI Smart Shade Finder.

The programmes allow consumers to virtually try-on make-up products, assess skin care concerns and find their ideal foundation shade.

"As consumer behaviour shifts towards e-commerce, beauty brands need to embrace the power of innovative AI and AR beauty technology to deliver on the interactive and personalised beauty journey that modern consumers want," said Alice Chang the CEO of Perfect Corp, the owner of YouCam Makeup.



Cross-border e-commerce sees 10% sales increase

Cross-border e-commerce sales have increased by more than 10% from January to April, new data has revealed.

E-commerce solution provider Global-e tracked the growth of cross-border orders based on 350 merchants selling to international markets during the pandemic.

Countries in The Gulf took harsh measures with strict Covid-19 lockdowns and large scale disinfection operations to contain the spread of the coronavirus.

Out of the four regions measured – Saudi Arabia, UAE, Qatar and Kuwait – Qatar experienced the largest hike in cross-border imports, with an increase of 844% from March to April 2020.

According to the firm's co-founders, these results could point companies in the direction of booming markets in order to help their recovery post-pandemic.

"It is already clear that Covid-19 is having a huge impact on how consumers shop worldwide and many retailers have become completely dependent on their online stores," said Amir Schlachet, Global-e's CEO and co-founder.

"Cross-border e-commerce will play an important part in retailers' recovery," he added.

BACK TO BASICS: CORNELIUS ENCOURAGES 'CLEAN AND SIMPLE' FORMULATIONS TO SUPPORT BEAUTY SECTOR

The firm is calling for personal care businesses to champion simple formulations in order to keep down costs

UK chemicals manufacturer Cornelius has called for more businesses to provide support for the personal care sector in the aftermath of the coronavirus pandemic.

Cornelius is encouraging suppliers, manufacturers, distributors and retailers to champion simple formulations for skin care and cosmetics, and to focus on cheaper consumer care regimes, as well as touchless beauty experiences in-store.

“Consumer spending will be much more restricted in the months to come,” warned the firm’s Business Manager Jason Fitzgerald.

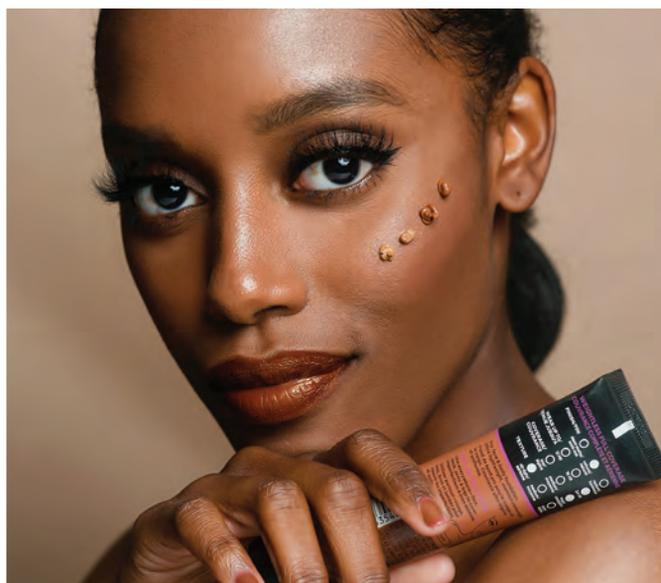
“The impact caused by an economic shutdown of this scale will continue to ripple throughout the industry in the months to come, especially when the sector thrives off product innovations, interactive ‘touch and feel’ experiences and sale of in-store purchases,” he continued.

“To get the personal care sector back on its feet, we must change tactics to evolve and flourish in the ‘new normal’.”

Cornelius will work with principal partners Silab, Bloomage, Jeen, Rita, Ronald Britton and Strahl & Pitsch to deliver simple formulations in order for customers to stick to their easy-to-manage skin care beauty regimes.

“With innovation at the heart of our industry, product development must start meeting those challenges head on. Between electronic devices that deliver instant radiance to spray and stick applications, touchless beauty experiences are going to be part of the new norm for consumers,” added Fitzgerald.

“Many of our formulations are simple and contain natural plant-based ingredients, which are easy to obtain, making them perfect go-to-market solutions to help smaller and large businesses get back on track.”



BASF BEGINS PRODUCTION OF COSMETIC PEARLIZERS AND OPACIFIERS AT PLANT IN NORTH AMERICA



German chemicals company BASF has begun production of cosmetics pearlizers, opacifiers and speciality blends at its Mauldin, South Carolina plant in the US.

Pearlizers and opacifiers are used to create a shimmering effect or opacity in personal care products, such as hand soap, shampoo and body washes, in order to make them visually appealing.

The production site has been certified by the Roundtable on Sustainable Palm Oil as a Mass Balance supply chain model.

“The increased capacity and improved capabilities underline our commitment to supporting the growth of our customers,” said Daniele Piergentili, BASF’s Vice President of Home & Personal Care, North America.

“By producing locally at our Mauldin site, we are increasing our reliability of supply, reducing our carbon footprint and providing mass balance ingredients to assist our customers with their sustainability goals,” he added.

This investment in regional production will expand BASF’s global capacity and allow it to meet increasing demand for these speciality ingredients.

BASF’s product portfolio also includes surfactants, emulsifiers, polymers, emollients, chelating agents, cosmetic active ingredients, UV filters and enzymes for the cosmetics and cleaning industries.

The American arm of the business operates more than 40 US chemical sites across 23 states including Alabama, California, Georgia, New York and Tennessee.

In 2019, BASF North America made sales of US\$18.4bn and currently employs approximately 19,000 staff.

BRANDS

NEW PRODUCTS

1 NEOM ORGANICS has created its answer to help customers get their daily dose of magnesium. The brand's new Magnesium Body Butters (£36) are packed with oils to nourish and soften skin. Neom's Great Day Magnesium Body Butter is blended with shea and mango seed butter, coconut oil and is scented with essential oils from mint and mandarin. Complete Bliss Magnesium Body Butter also uses the same blend of shea and mango seed butter, and coconut oil, as well as Moroccan blush rose, lime and black pepper to help promote a state of relaxation.

Launch: out now

2 MOLTON BROWN has extended its line of luxury fragrances with one of its classic scents (£110 each). Vetiver & Grapefruit is currently available as an edt, bath and shower gel, body lotion and deodorant. In its new edp form the notes are said to have been attenuated, and were formulated by CPL Aromas perfumer Julie Pluchet. The scent's top notes feature mandarin, lavender and geranium, with amber, moss and Haitian vetiver at the base. "The contemporary yet elegant character of this scent comes from its olfactive contradictions," said Pluchet.

Launch: out now

3 STILA has released its 2020 summer line specifically designed for travelling. The 5-sku colour cosmetics range features products for face, eyes and lips, and bright shades inspired by summer. The new 8-pan Road Less Traveled Eye Shadow Palette (£32) features earthy tones with hues of gold and green in matte and metallic finishes. Stila's Suede Shade and Glitter & Glow double-ended liquid eyeshadow (£24) is said to be blended into a velvety-matte formula and is available in 12 shades that can be mixed and matched. For eyes, the brand has also released its new Huge Extreme Lash Mascara (£19) in a waterproof formula, which is designed to keep lashes feeling soft and flexible without clumping, claimed the brand.

Launch: out now

4 THE GLOWCERY has launched using natural and fresh superfoods. The vegan brand, founded by beauty blogger and natural skin care formulator Roshanne Dorsett, is said to use ingredients that are nutrient-dense, mineral-rich and high in vitamins in order to feed skin, and help it to look and feel healthy. The skin care line is formulated with hand-blended cold-pressed vegetables, and fruit and nut oils that are mixed

with fatty acids and plant-based vitamins. The line (from £12) includes a facial oil and two natural lip scrubs in coconut and orange. Packaging uses materials such as aluminium and glass that are easily recyclable, while postage materials are said to be recyclable.

Launch: out now

5 JUNI is the brainchild of model and make-up artist Madeleine White. With a focus on sustainability, the debut line of five Luxury Hydrating Lipsticks (£48 each) are housed in plastic-free aluminium bullet cases, which are infinitely recyclable. In a statement, White said she refused to tolerate even the smallest amount of plastic in her products. The colours are said to champion neutral undertones, and are designed to suit every age and skin tone. Meanwhile, the formula is designed to be gentle and suitable for the most sensitive skin.

Launch: out now

6 OIO LAB has introduced two new gel-serums designed to hydrate and nourish skin. The brand is said to use advanced scientific methods of extractions in order to formulate its products, and uses organic plant extracts with active ingredients to drive results. Oio Lab's new

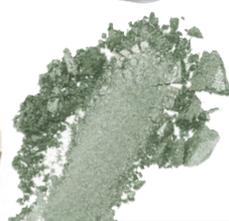
Aquasphere Serum (£49) is aimed at consumers with dehydrated, dry and dull skin. The light and penetrating mixture is said to relieve dryness and leave skin feeling visibly smoother and brighter. The product is fragranced with a subtle rose scent and uses tamarind seed polysaccharides and algae extracts to enhance moisture and regeneration of the skin. Meanwhile, the E-Serum (£52) aims to be a repair serum that tackles the effects of artificial blue light, UV rays and infrared radiation.

Launch: out now

7 SO...? FRAGRANCE has joined the battle against Covid-19 by repurposing its production lines to make a hand sanitiser. The new Pure & Clean Hand Sanitiser Gel (from £7.45) has a 60% alcohol blend and is said to leave hands smelling fragrant. Customers can shop the line in a 50ml travel size pack or 100ml, and will soon be able to buy the product in a supersize 300ml bottle. Since the UK lockdown was introduced, So...? has donated more than 13,000 products to charities including The Hygiene Bank, which collects and distributes products donated to consumers in difficulty, from health care workers to the homeless.

Launch: out now

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





LOTTIE LONDON has announced a new collaboration with influencer **LAILA LOVES**. Laila Swann, the *Forbes* Top 10 Beauty Influencer, has 1.6 million followers on her Instagram channel and more than 90,000 fans on Twitter.

For the new collaboration, Lottie London and Laila Loves have launched two nine pan, neon pigment eyeshadow palettes (£5.95 each), containing shimmer and glitter shades, as well as matte colours.

“Lottie are about fast-thinking innovation in beauty, they are always ahead of the curve and instead of just following the trends, they set them,” said Swann. “I’ve always known that when I worked on my first make-up collection, I wanted it to be with a brand that really understood my vision.”

ON THE MOVE AT... **DOUGLAS**

Beauty retailer **DOUGLAS** has promoted **VANESSA STÜTLZE** to become the third member of the company’s Managing Board after the group’s CEO Tina Müller underwent emergency surgery.



The former Executive VP of E-Commerce & CRM has also been given the role of Chief Digital Officer.

Currently serving on the Board is Müller alongside the group’s CFO Matthias Born. “The entire Supervisory Board wishes Tina

Müller a swift recovery,” said Henning Kreke, Chairman of the Douglas Supervisory Board.

“In these difficult times, we are grateful that Tina Müller has built a strong management team, so that we can now expand the management board with a proven top executive from our own ranks.

“The corona crisis emphasises the strategic importance of the e-commerce business for Douglas.”

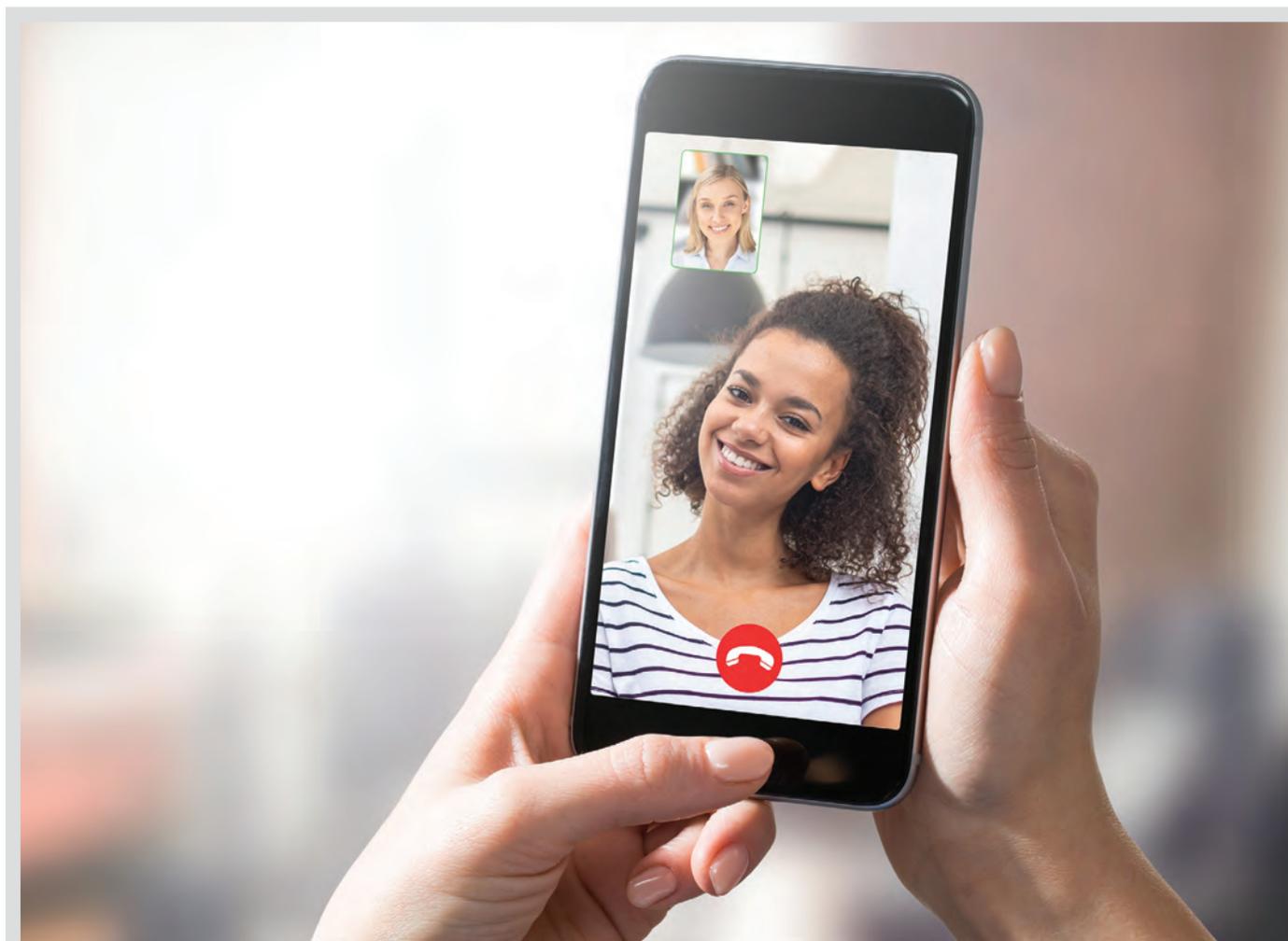
The retailer said that under Stützel’s leadership Douglas’ e-commerce business

has grown by more than 50% into a leading European beauty destination.

According to a statement by the firm, it is not yet clear when Müller will be able to resume her role as Douglas’ CEO.

The news comes after the retailer announced last month that it had expanded its #strongertogether initiative to help small businesses and self-employed consumers boost their visibility during lockdown.

 Read more at cosmeticsbusiness.com

WHAT'S TRENDING?

COVID-19 EXPEDITES BEAUTY'S SHIFT TO DIGITAL

Beauty brands have had to adapt to business in the virtual sphere sooner than some may have bargained for

Across the entire beauty industry, brands are finding ways to survive. From Instagram Live make-up masterclasses to TikTok challenges, brands are investing online to stay current and in consumers' minds.

But the industry relies heavily on face-to-face contact to turn engagement into sales. Pre-lockdown 80% of prestige products were purchased in-store (The NPD Group) and it's a void that many companies are attempting to fill.

As a result, beauty brands are bringing their bricks-and-mortar teams' expertise into the homes of consumers by launching one-on-one virtual consultation services. In the last month, skin care brands Deciem, Clinique, Caudalie, By Terry and Foreo have unveiled complimentary services where consumers can address their complexion needs with specialists from their sofa.

Meanwhile, make-up users can turn to Inika and bareMinerals to discuss application techniques and colour options, and Philip Kingsley is helping consumers with hair concerns. Retailers Boots and Space NK have also moved into the virtual consultation space."

"We have been planning to introduce virtual consultations for some time, in order to connect with customers who may not be able to visit our stores," says Nicola Kilner, CEO of Deciem, who unveiled Deciem At Home in April. "The current situation with Covid-19 accelerated the initiative."

While virtual consultation service plans may have been pushed forward, or developed out of necessity, the innovation cements the

long established idea that to survive in retail the combination of people and tech are key. "We've always had a thriving relationship with consumers across our social media channels and we pride ourselves on the authenticity of those relationships and our high engagement, so opening up a one-on-one dialogue was the next logical step for us to connect," explains Polly Roderick, Inika Organic Global Brand Manager.

A personal approach

As customers already research purchases online, Wizz Selvey, founder of retail consultancy firm Wizz & Co, says brands interested in launching such services should focus on "nurturing and educating customers". "Providing virtual assistants with as much information as possible to help the customer will be integral to the success," she says. And as social distancing rules start to relax in the UK and non-essential stores expect to begin to reopen from June, maintaining virtual consultation services will be good practice.

"Virtual consultations provide access to customers who may not live near a store that stocks the brand or product they are interested in purchasing," adds Selvey. "Brands can often think too London-centric, there is a huge amount of potential to reach a national level."

For many brands, like Inika, this has been a moment to reflect on communication. "I suppose that's the silver lining of Covid-19," says Roderick. "It's really pushed us to stay human and be there for each of our individual consumers in new ways."