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VALENTINO has revealed singer-songwriter and actress Lady Gaga as the face of its new fragrance launch Voce Viva.

The perfume, designed by Creative Director Pierpaolo Piccioli with Valentino Beauty, is inspired by inclusivity and individuality. Lady Gaga said: "Be yourself, love who you are and never give up your dreams."

The multi-award winning musician and actress – a recipient of an Oscar, Grammy, BAFTA and Golden Globe – is described by the luxury Italian brand as 'the voice of a generation'. The Voce Viva advertising campaign will be revealed in September, when the new fragrance will hit shelves worldwide.

L'ORÉAL CLOSES CLARISONIC SKIN DEVICE BRAND

The facial cleansing device brand was acquired by L'Oréal USA in 2011

L'Oréal is closing down its facial cleansing device brand Clarisonic.

The brand, acquired by L'Oréal USA in 2011, will be shutting down as of 30 September 2020, when it will cease to sell devices, brush heads and attachments.

In a statement shared with *Cosmetics Business*, L'Oréal said: "Clarisonic has played an instrumental role in up-skilling and ultimately expanding L'Oréal's knowledge and expertise beyond cosmetics and personal care products to the benefit of all L'Oréal brands.

"L'Oréal will continue to leverage the know-how acquired through Clarisonic to continue to develop our own brands' devices."

Clarisonic confirmed it would not manufacture its products under a third-party nor would they be available under any other brand name.

In FAQs on its website, it stated: "This difficult decision was made so that L'Oréal can focus its attention on its other core business offerings."

It added: "We want to thank all of our loyal customers, dermatologists and partners who have helped put this brand on the map. It has been our absolute pleasure to serve you all of these years."

The brand is running a 50% off sale and is encouraging consumers to 'take advantage' of offers in order to have enough brush heads to use on devices already bought.

It said that it could not guarantee stock after the brand's closure, although some partner retailers may continue to have skus.

The brand's subscription service and loyalty rewards will cease from 1 October.

Regarding customer information registered with the brand, it stated: "Clarisonic is part of the L'Oréal family of brands.

"So while the Clarisonic brand will not be marketing new products, we hope to keep caring for your skin."

COSMETICS BUSINESS NEWS

27 July 2020

Issue 28

cosmeticsbusiness.com

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ISSN 2057-1984

LUSH TO DISCONTINUE 150 PRODUCTS AFTER CEO REFLECTS ON LOCKDOWN

Lush has announced the discontinuation of 150 products, representing over 20% of its entire collection.

The UK-based cosmetics maker said its CEO Mark Constantine had used his time spent on lockdown to reflect on the brand's products and identify those that no longer align with its 'master plan'.

Constantine considered whether each product was number one in its category, served customers' needs and were part of a so-called 'cosmetic revolution'.

Among the products being culled are skus from across many categories including bath bombs, bath oils, bubbles, shower, body, face, make-up, oral care and hair.

The brand's entire Beyond Foundation Liquid Foundation range will be discontinued, along with long-time staples such as Karma Kream, Naked Dream Cream, Shimmy Shimmy, Ultra balm and Baby Face cleanser.

In a release, Lush noted: "There are bound to be some disappointments but far many

more opportunities as we make room to create things that are best in their class – fewer products, that give you better results."

The brand said it would "take a while" before all of the products are gone, but its newly-launched Lush Kitchen Subscription Box would contain some of its retro favourites and give subscribers the chance to vote on its contents, which could result in the return of a much-loved but discontinued product.



PHYTO OWNER ALÈS GROUPE ENTERS ADMINISTRATION

Alès Groupe, the owner of beauty brands Phyto and Lierac, has entered administration.

The company filed for bankruptcy proceedings at the Tribunal de Commerce de Paris in France, where it is headquartered, on 6 July.

Alès Groupe said it would consider all options to allow it to continue operations and support its employees, including outside investment. While it hopes to secure a recovery plan, a company closure could also be on the cards.

On 29 June the company suspended the trading of its shares. The cosmetics company has been in financial difficulty for some time; between 2015 and 2018 it lost approximately €30m and implemented a recovery plan.

In 2019, cosmetics distributor Co-Capital acquired a minority stake in the group and appointed Frédéric Poux as Chairman.

Founded by Spanish-born hairdresser Patrick Alès in 1969 with Phytosolba Laboratories, Alès Groupe carved a niche in the hair care sector. Alès, credited with inventing 'le brushing' blow-dry technique, died aged 88 in 2019.



The US hits French companies with 25% duties in tax row

French cosmetics companies will be required to pay a new 25% tax on products imported with a trade value of approximately US\$1.3bn.

The Office of the United States Trade Representative (USTR) announced that the additional duties were being rolled out in response to France's Digital Services Tax (DST), which it deemed "unreasonable or discriminatory" and to "burden or restrict" US commerce, following an investigation.

Although President Trump's administration has confirmed a 180-day suspension period before the tax comes into effect, it outlines the exact products that will be slapped with the new duties.

These include products for lips, eyes and nails, including manicure and pedicure skus, as well as skin care products, sunscreen, soap and, specifically, organic skin washes in liquid or cream formats.

France's DST is 3% and covers transactions of US companies with estimated revenues of approximately \$15bn in 2020. Expected collections equal \$450m in taxes from US companies in 2020, and anticipated collections could reach over \$500m in 2021.

The US conducted an investigation into the DST in 2019, which included public comments and a hearing with witnesses.

BEAUTY BRAND VELOUR COMMITS TO DROPPING MINK FUR EYELASHES BY 2021

Velour, the eyebrow and eyelash brand, has confirmed it will remove the sale of its mink fur eyelashes by 2021.

The US brand's founder and CEO Mabel Lee said that Velour is committed to "transitioning out of mink" and as of this year has not restocked any of its mink skus.

She said: "2020 has been a year of trials, triumphs and uncertainty, but most importantly – education and growth.

"We, at Velour Beauty, are known for our innovative, high-quality portfolio of natural lashes. When I first started the brand, our mission was to make lashes approachable to everyone and the promise is to provide high-quality lashes that are soft, natural-looking, and easy to apply for all-day comfort.

"To achieve the standards that we are known for, some of our collections have included mink as a key component.

"Velour will always stand by our commitment to innovation and challenging the status quo as we evolve and grow as a brand."

The brand already sells alternative faux mink eyelashes made from 100% synthetic hair, which are said to have a natural shine and be lightweight upon application.

Its Luxe Faux Mink Collection was created exclusively for Ulta Beauty and each sku features a band made of cotton.

The decision follows a campaign by animal rights group Peta US, which said it had sent the brand a box of vegan chocolates to show its gratitude. "When it comes to cruelty to animals, fur eyelashes are no different from a fur coat," said Peta Director Elisa Allen, when discussing the cruelty suffered by animals.



NEWS IN BRIEF



THE NPD GROUP has revealed Germany's sales of luxury beauty products outperformed in the first five months of the year, with the country registering a loss of 23%. The figure is the smallest decline experienced among the five biggest European prestige beauty markets with the UK, Spain, France and Italy all experiencing larger sales impacts. Part of the reason behind Germany's relative success is that it endured the shortest period of store closures due to the Covid-19 pandemic, with retail fronts shuttered for five weeks from 16 March to 19 April.

During the closure, Germany's luxury beauty sales dropped 65%, but this was markedly less than the declines experienced by France (88%), Spain (87%) and Italy (86%).



THE DREAM EXCHANGE

is set to become the US' first majority black-owned stock exchange when it launches next year – a first in the 230-year history of US stock exchanges. On track for a 2021 launch date, it aims to allow investors to back early stage and emerging businesses, including beauty and personal care companies, in order to broaden wealth creation opportunities within the country. Joe Cecala, CEO of Dream Exchange, told *Cosmetics Business*: "Companies in the personal products industry will be encouraged to list on the Dream Exchange."

This issue of *Cosmetics Business News* (issue 28) will be the final issue of **COSMETICS BUSINESS'** weekly print publication, following earlier announcements.

Your subscription will be automatically upgraded to the *Cosmetics Business Plus+* package, which includes unlimited access to all *Cosmetics Business* print and digital content for your team.

Subscribers will receive an automatic multi-user licence for all team members within a single country. This will provide access to premium content featured on cosmeticsbusiness.com; usernames and passwords will be sent automatically on 1 September 2020.

As a Plus+ subscriber, you will receive exclusive breaking news email alerts directly from *Cosmetics Business* to your inbox, giving you priority access to breaking industry news written by our team of award-winning journalists.

In addition, the weekly *Cosmetics Business News* will be replaced by the monthly *Cosmetics Business* magazine, featuring an improved reader experience through cutting-edge content and a brand new design.

Subscribers will receive the August Trend Report as usual, and from September it will be published alongside *Cosmetics Business* magazine.

**COSMETICS
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COVID-19 LOCKDOWN SPARKS UK DIY BEAUTY BUSINESS BOOM

The number of DIY beauty businesses hitting the market has boomed in the UK, according to new research. The study, commissioned by desktop factory Mayku, found almost a quarter of consumers with a hobby for creating their own beauty products have been inspired to set up their own business during lockdown.

And with more than two million Brits willing to invest £2,000 in a local beauty or wellness business, that could equate to a cash injection of £4.3bn to the sector, according to Mayku.

"It is truly wonderful to see the sheer quantity of people in Britain who have benefitted from allowing their creative juices to flow by taking up, or even rediscovering, a love for beauty, cosmetics and general wellbeing," said Mayku's co-founders Alex Smilanksy and Benjamin Redford.

Speaking to *Cosmetics Business* Lorraine Dallmeier, CEO of skin care school Formula Botanica, said consumers should not be put off from making their own cosmetics.

She said: "The recent growth in the natural cosmetics sector has shown us that when consumers started demanding natural, organic products that are 'free from' certain chemicals, our skin care labels suddenly started to list ingredients, which have been used for millennia, such as honey, oats or sunflower oil."

NEWS IN BRIEF



AVON, the direct-selling beauty brand, has said it is preparing for a 'tidal wave' of new representative sign ups as Covid-19 redundancies grip the UK. Since lockdown began at the end of March, Avon salespeople more than doubled in the UK/market with an increase of 114% year-on-year, adding to its five million workers globally. The brand has referred to the nationwide layoffs as a 'pink-collar recession', with women expected to explore 'new, flexible and digital earning opportunities'. "As a recession tightens its grasp on communities in the wake of Covid-19, people are looking for new ways to earn," said Angela Cretu, Avon's CEO.

JOHN LEWIS is expected to reject a cash injection from the government to bring back staff from furlough. The UK government announced this month it would give a bonus of £1,000 per worker for companies that bring back staff from furlough and keep them employed until January. John Lewis furloughed 14,000 employees after stores were forced to close due to the coronavirus pandemic, meaning it could be bypassing a grant of around £14m. John Lewis has not yet made a public comment on whether it will accept the funding. Primark became the first large consumer goods player to turn down the multi-million pound business scheme.



UNILEVER'S POLY CULTURAL HAIR CARE BRAND EMERGE BACKS BLACK GIRLS LEAD

Emerge, the Unilever-owned polycultural hair care brand, has partnered with non-profit organisation Black Girls Rock! for its annual conference.

The event aims to unite girls aged 13-18 with a range of panels, workshops and keynote speeches regarding social justice, women in STEM, financial literacy, careers and more.

Unilever launched Emerge in January this year, with the help of Sundial Brands, which it acquired in 2017.

The Black Girls Rock! movement was founded by DJ Beverly Bond, a DJ in 2006.

Cara Sabin, CEO of Sundial Brands, said: "As a hair care brand rooted in self-expression and creativity, emerge is committed to unlocking opportunity for young girls of colour so they can successfully pursue their creative passions.

"With the impact of Covid-19 on Black and Latinx communities, and the continued fight against systemic racism, we are honoured to partner with Beverly Bond and Black Girls Rock! to empower, inspire and support the next generation of creative trailblazers."

Emerge aims to reach and support 100,000 creative women of colour across the US by 2025.



Attendees at the 2015 Black Girls Lead conference

UK GOVERNMENT TO REOPEN BROW AND LASH BEAUTY SERVICES AFTER PRESSURES

The UK government has confirmed it will fully reopen the beauty services sector from 1 August, after mounting pressures from the cosmetics and personal care industry.

On 4 July hairdressers were given the green light to reopen, with beauty salons following on 13 July, however, any treatments involving therapists touching the face were still not permitted to take place.

This included eyebrow and eyelash services – which make up 86% of health and beauty retailer Superdrug's services business – as well as facials.

Prior to the 17 July briefing by Prime Minister Boris Johnson, the retailer had said that although it was welcoming back 245 of its nail technicians, its brow and lash specialists were unable to return.

At the time, Jo Mackie, Customer and People Director at Superdrug, said: "We are extremely confident in all of the additional protective measures we have implemented for beauty services, including new staff training and we are fully prepared to reopen as soon as we are allowed to do so." He added: "We see no reason that brow and lash services can't operate safely – these services are widely recognised as the most hygienic in the industry with elements for PPE worn as standard pre-Covid."

"We have safely and successfully reopened our Beauty Studios in our other territories, which gives us even more confidence for the UK studios," Mackie explained.

Superdrug's Covid-19 safety measures include limiting the number of employees and customers in its studios, PPE for staff members, screens in between treatment stations and pre-booked treatment appointments, which support the track and trace programme.





TRUE BOTANICALS STANDS UP FOR POST-BABY BODIES

True Botanicals has launched a campaign that aims to celebrate postpartum bodies.

Starring self-love coach and mother of three, Jasmin Steiner (*pictured*), the campaign video aims to normalise and honour the changes a woman's body goes through after birth.

After battling through severe postpartum depression, Steiner is said to have redefined herself from a body-builder with low self-esteem to a woman with a strong sense of self-worth. The brand said she wanted to participate in the campaign because she had not seen anything like her post-partum body featured in mainstream media, and wanted to normalise and honour the female form after birth.

Steiner said: "I want mums to see themselves in this ad and to know they are beautiful too and they deserve to be seen just as they are."

"True Botanicals is really putting their best foot forward by giving the spotlight to other types of beauty. I'm incredibly honoured to be in this ad and grateful to use their products every day and night."

The video also showcases the US brand's Calm Pure Radiance Facial Oil and Pure Radiance Body Oil, which are both claimed to be pregnancy-safe.

Rebecca Boston is the CMO of True Botanicals and a mother of three. She added: "Self-love is giving yourself the same safe keeping and loving treatment that you give to that beautiful baby you grew with your powerful body."

"True Botanicals enables that kind of self-loving treatment with safe, luxurious skin care of the highest standards. We make natural biocompatible skin care that works."

The brand also sells a Mama Glow bundle of products for mothers.

WHY ARE POST-BABY BODIES IGNORED?

"THIS IS JUST THE START"

~ Lucy Tandon Copp, Editor

"Despite there being literally billions of mothers in the world, products for post-partum bodies are still an NPD 'niche'. Conversations are just starting to open up, much as they have done surrounding menstruation and women's health, but this is just the start. Beauty brands have a unique opportunity to serve consumers and make a real difference."



"TIRED OF UNREALISTIC IMAGES"

~ Sarah Parsons, Features Editor

"Both consumers and celebrities are tired of the unrealistic quick fix new mom makeovers that for years have been splashed across the glossies. More women with a platform are sharing images of their postpartum bodies in empowering and also humorous ways. Not only is it reminding shoppers that their body is powerful, but it's also changing the NPD dialogue."



NEWS IN BRIEF



MACY'S, the US retailer, is cutting its management and corporate teams by almost 4,000. The announcement comes as the business begins a major restructure in order to offset the impact of decreased sales due to the coronavirus pandemic. The retail firm reported a 45% dip in its Q1 sales for the 13-week period ending 2 May, and hopes the decision to reduce staffing will save around US\$365m. In addition to the reduced corporate headcount, Macy's is cutting roles across its stores, supply chain and customer support network, a move that is expected to be adjusted when sales pick up.

MARKS & SPENCER

(M&S) has said it will cut almost 1,000 jobs across its store management teams and head office. In a statement, the retailer said the move marked "an important step" in M&S becoming a "stronger, leaner and more resilient" business as its transformation plan accelerates. The chain said it wants to make three years' progress in one. Earlier this year, the retailer announced plans to become digital-first. In February, it piloted a new Mobile Pay Go system at 50 new stores in the UK, which allows customers to pay via the M&S app in an effort to reduce queues at peak times. The news comes on the back of retailer Boots' announcement to slash 7% of its workforce, as well as job cuts at John Lewis and Harrods.



British retailer **POUNDLAND** has laid out plans for the "biggest transformation" in its history.

Dubbed internally as Project Diamond, the consumer goods seller is expected to pilot an e-commerce and home delivery service from its website poundland.co.uk early next year.

Poundland intends to run its fulfillment services from a new centre in Cannock in Staffordshire, UK. As part of its in-store transformation, Poundland has said it is preparing to reveal a shop-in-shop concept this summer that will step-change its merchandise offer.

Meanwhile, 60 new stores are set to open in Lincolnshire, Stockton-on-Tees and County Durham, with more than half expected to welcome customers by the end of July.

"We're stepping up to support high streets after the impact of the coronavirus by being customer-focused, people-led and tech-enabled," said Poundland's Managing Director, Barry William. "This is the biggest transformation in our history as we look to secure our future for another 30 years."

UK EXPECTS RECYCLABLE PACKAGING FROM BRANDS

Almost three quarters of UK and Irish shoppers expect brands to use recyclable packaging, a new study has found.

The report, *Selling Sustainability: Adapting to the New Conscious Consumers*, commissioned by e-commerce solutions provider PFS and strategy consultant LiveArea, found more than 70% of customers said that brands should be opting for recyclable packaging.

Meanwhile, 74% agreed brands should do their best to reduce their packaging altogether.

The report said that the Covid-19 pandemic had shone a light on excess waste accumulated by many brands due to increasing numbers of consumers receiving parcels at their homes during lockdown.

In turn, this has turned shoppers' attention to the impact their purchases have on the environment, with 35% saying a product must be naturally or locally sourced and sustainable.

"Our research clearly highlights the immediate need for brands to be more environmentally responsible," said LiveArea's Creative Director, Benoit Soucaret.

Ulta champions transparency with new beauty initiative

The US' largest beauty retailer Ulta Beauty has committed to offering consumers greater transparency when they shop.

The Conscious Beauty at Ulta Beauty initiative, set to launch later this year, will certify brands under five pillars: clean ingredients, cruelty-free, vegan, sustainable packaging and positive impact.

The retailer hopes this will help consumers navigate products depending on their values.

"As the beauty retail leader, we have the unique opportunity to inspire positive change in our industry," said Dave Kimbell, Ulta's President. "This initiative helps our guests readily navigate our assortment through the lens of what matters most to them."

Ulta Beauty has also set up the Conscious Beauty Advisory Council, in an effort to tackle industry issues. TerraCycle's CEO Tom Szaky and Annie Jackson, co-founder of Credo Beauty, have already joined the bench.

Kimbell added: "Today's announcement marks a definitive milestone on our ongoing journey in this space."



Claire Rance is Head of Brand Strategy at The Pull Agency

“**G**iven that Gen Z has now overtaken millennials as the largest age group in the UK, with people aged 4-24 accounting for a third of the population in 2019, it's no wonder that brands are keen to do everything they can to attract these new consumers.

High street retailers have a key role to play. Gen Z are the most likely to go online to investigate their health and beauty product options but then buy them in-store: 33% of those aged 25 and under admitted as much, more than any other age group.

But with so many pressures on the high street from online sales, not to mention the current coronavirus pandemic, retailers are already having to revamp their approach. Fortunately, this ties in neatly with what Gen Z wants. Beauty brands looking to succeed are focusing on technology-driven 'retail-tainment'.

This drive towards more experiential retail has already seen tech-enabled 'phygital' products like Sephora's interactive 'magic mirror', using technologies like AR and AI to show customers how different looks would appear on them.

Tech-driven products

Technology is also changing what health and beauty brands offer to customers, particularly to digital natives. For example, Neutrogena is launching a 3D-printed bespoke skin care mask and Schwarzkopf Professional now offers 'smart' hairbrushes that can analyse your hair as it runs through the strands. At its core, this technology is driving



HOW GEN Z IS USING TECH TO FIND BEAUTY

From 'retail-tainment' to voice searches, technology is playing an increasingly important role in the way Gen Z consumers find and buy their beauty products

a greater level of personalisation than ever before. Brands can now provide precisely-tailored solutions to their customers' hair care, beauty and skin care concerns.

This is possible because of the almost infinite access to data storage and computing power of the cloud.

The power of finding your digital voice

Digital media platforms are a key channel for influencing Gen Z. Our research further revealed that more than half of younger consumers (52%) say they mainly discover new looks and trends on Instagram,

significantly more than any other demographic. YouTube is their second largest source of influence, followed by friends and family members.

In addition, voice assistants are taking off: our research found that almost a third (32%) of Gen Z said they've used voice search in relation to health and beauty products, compared to 29% of millennials.

The research also revealed that nearly half (43%) of Gen Z voice searches for beauty products take place in the bathroom or bedroom.

A unique take on shopping
Beauty brands have to

understand that Gen Z have a unique take on the products they buy and the reasoning behind their decisions.

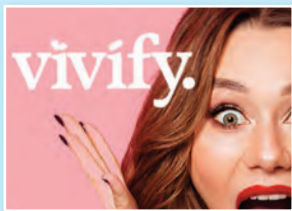
Technology is a vital element and many younger consumers tend to be open to trying new solutions like voice search, or augmented or virtual reality.

With this in mind, those brands also need to be open to trying something new.

The key is to avoid using flashy technology for its own sake, but to employ it to solve a problem or challenge being faced by consumers.

To read more, visit [cosmeticsbusiness.com](https://www.cosmeticsbusiness.com)

NEWS IN BRIEF



VIVIFY has secured £700k ahead of its market debut. According to the company, demand for at-home and mobile beauty service searches online have increased almost 40% year-on-year, and could continue on this upward trajectory due to the coronavirus pandemic. The website will allow UK consumers to book mobile treatments, such as nail services, hairdressers and barbers services, at convenient locations and times to suit them, rivalling pre-existing booking platforms including Blow, Ruuby and My Beauty Squad.



CIATÉ, the beauty brand, celebrated the launch of its latest collection with design agency SmileyWorld by projecting 'mood-boosting' images on London's Houses of Parliament in the UK. The line was launched to coincide with World Emoji Day and features a duo of Smile On Lipsticks, in pink and red shades, which are said to be the most confidence-boosting shades; a Smooth On Lip Balm; three coloured mascaras; an eyeshadow palette; stick-on nail stickers; and Energy Boost Eye Patches (from £16). Meanwhile, the packaging is adorned with SmileyWorld's iconic smiley face images. The collection is said to give consumers a 'much needed dose of positivity' and its launch will be backed with social media marketing.

SOCIAL QUEEN: HUDA BEAUTY CROWNED THE MOST POPULAR BRAND OF 2020

The beauty brand of the Kattan sisters, Huda Beauty, has been named as the most popular beauty brand of 2020.

According to beauty comparison platform Cosmetify's latest Index Report, the last few months have seen the brand dominate social media with more than 24 million hashtags and a host of new 'instagrammable' launches.

Following Huda Beauty, in second place was popular social media brand Anastasia Beverly Hills, while MAC came in third, followed by skin care brands Yves Rocher and Lush in fourth and fifth places respectively.

Despite not making it into the top ten most searched products in Q1, Huda Beauty did top the list of most followers across its social media platforms with more than 43 million, seeing off competition from Kylie Cosmetics and MAC, who came in second and third place respectively.

Huda Kattan, who is predominantly the face of the brand, was also named the third most influential beauty influencer in Q1, behind 21-year-old YouTuber James Charles and social media personality Bretman Rock.

Another success story in 2020 came from affordable skin care brand The Ordinary, which

was named the most popular sustainable beauty brand in the rankings.

In a statement to *Cosmetics Business*, Iman Bokolo, Cosmetify's PR Manager, said: "It's so interesting to see how consumers' priorities have changed since the end of last year.

"Huda Kattan is a favourite everywhere with her products taking the beauty world by storm, in fact, she has conquered the industry in less than ten years."



MARC JACOBS has hired a handful of consumers from a social media casting call to appear in its latest fragrance marketing campaign.

The new Perfect fragrance for women is said to be inspired by Marc Jacobs' 'I am perfect as I am' mantra and is described as 'playful and unexpected'.

The campaign features a colourful collage of portraits and vignettes, and the words 'Perfect As I Am'. "I tattooed 'perfect' on my wrist to remind me that, when I'm looking at myself and wishing I could be stronger in this way or better at that thing, I can just say no, I'm exactly how I need to be right now," said Marc Jacobs. "My new fragrance, Perfect, was inspired by my belief that we are all perfect as we are, which is expressed in the campaign through each of our amazing cast members."

Appearing alongside the consumers, Marc Jacobs also hired models Lila Moss, the daughter of Kate Moss, Alek Wek, Akon Changkou and Mei Kawajiri, among others.

The fragrance's bottle has been designed with a crystal-cut cap and features multicoloured charms, said to be selected by Jacobs. The weighted glass base is inspired by the original and the outer pack gives a nod to vintage fragrance boxes.



Jeffree Star responds to claims of 'racism' in video

Following a public outcry from the beauty community, controversial beauty influencer Jeffree Star has responded to critics in a new YouTube video.

Titled 'Doing What's Right', Star reflected on his recent behaviour on social media, which saw him embroiled in claims of racism, a feud with make-up artist Tati Westbrook and harassment towards 21-year-old MUA James Charles.

"Today, there are no excuses," said Star in the video. "Without ever really thinking about the ramifications of my words, my actions and for the first time in a very long time I'm really reflecting on my behaviour and mine alone," he added.

In the video, he apologised to Charles and talked about the importance of inclusivity to his brand Jeffree Star Cosmetics.

"Whatever narrative anyone tries to spin of me, I am so fucking proud to own an inclusive make-up company. Since I opened my doors in 2014, I have created products for everyone," he continued. "Any product, shade or formula I've created has worked for any race, gender".

Star's recent actions resulted in the end of his working relationship with cult beauty brand Morphe, which has released two cosmetic collaborations with the YouTuber. The 34-year-old has a social following of 40.6 million.

IN GOOD HEALTH: RESEARCH SHOWS PATHOGENIC ROLE OF *S. EPIDERMIS* IN COMPROMISED SKIN MICROBIOTA

The University of San Diego and ingredients supplier Silab unveil research into the role of the common bacterium

The role of the opportunistic, pathogenic bacteria *Staphylococcus aureus* in skin diseases is well known. However, new findings also support the likelihood of a pathogenic role for *Staphylococcus epidermidis* – a common commensal bacterium generally associated with good skin health – in compromised skin.

This discovery, the result of collaborative research between cosmetic ingredients supplier Silab and the University of San Diego (UCSD), built on the work of studies reporting an overrepresentation of *S. epidermidis* on compromised lesional skin.

The objective of the work, which was carried out by a team led by Dr Richard Gallo, Distinguished Professor and Founding Chairman of the Department of Dermatology at UCSD, was to identify the role and mechanism of action of *S. aureus* and *S. epidermidis* in the pathogenesis of two inflammatory skin diseases: Netherton syndrome and atopic dermatitis.

They found that the harmful effects of the two species result from interspecies communication via a sophisticated system known as quorum sensing, which allows for the synchronisation of proteases secretion specific to each bacterial population.

These virulence factors are said to exacerbate the alterations in epidermal barrier function and inflammatory phenomenon that are characteristic of Netherton syndrome and atopic dermatitis.

“These discoveries highlight the considerable influence of the interspecies communication within the epidermal ecosystem on

skin health,” said Laura Cau, who was involved in the UCSD project as part of scientific international volunteering funded by Silab. “They strengthen the understanding of the role of commensal microbiota in the development of inflammatory skin diseases.”

This research was published in the scientific journals *Cell Reports* and *The Journal of Allergy and Clinical Immunology*.



WHY LOOP IS THE LATEST REFILLABLE PACKAGING SERVICE THAT BEAUTY BRANDS ARE SIGNING UP TO

TerraCycle's Loop has launched its refillable service in the UK – and a host of beauty brands have already signed up.

Nivea, Ren, Love Beauty and Planet, Molton Brown and Bulldog are among the first beauty brands to join the service, which allows customers to return their products to be cleaned by Loop and then be refilled by the brand's manufacturer.

Users of the service can have their empties collected from their homes or alternatively deposit them at one of Loop's UK-based collection points.

“Loop was designed from the ground-up to reinvent the way we consume by learning from historic circular and sustainable models like the milkman from yesteryear while honouring the convenience offered by our single-use consumption of today,” said TerraCycle's CEO Tom Szaky.

In order to bring its initiative to the UK, Loop selected Britain's largest food store chain Tesco as a retail partner.

Speaking about the link up, Dave Lewis, Tesco's CEO, said: “Our ground-breaking partnership with Loop has been

designed to test a new way of helping customers use less plastic and explore the exciting potential of reuse.

“We will learn what works at scale as we develop plans with Loop to introduce reusable packaging into our business.”

Meanwhile, Bulldog's General Manager Caroline Mallet, said the brand is constantly looking for new ways to up its sustainability credentials. “We refuse to stand still and are constantly looking for new and innovative ways to deliver our products sustainably,” she explained.



NEW PRODUCTS

1 LISA FRANKLIN has released a new collection of beauty boxes designed to tackle specific skin concerns. The five boxes include 3 and 4-step routines, and feature full-sized products from across the brand's line. Shoppers can choose from Lisa Franklin's Glow Skin Ritual, to boost radiance and improve hydration; Clear Skin Ritual, to tackle blemishes; Renew Skin Ritual, to help improve signs of ageing; Calm Skin Ritual, to calm skin; and, for men, the Men's Skin Ritual (from £125). **Launch: out now**

2 GIORGIO ARMANI is poised to introduce a new fragrance, marking a turning point in the brand's commitment to reducing its environmental impact. The new My Way scent is housed in a refillable bottle made from recycled and recyclable materials, and is said to use sustainably sourced ingredients. Meanwhile, the scent is branded with the tagline: 'I am what I live'. According to the L'Oréal-licensed brand, these efforts and the brand's project to preserve 650 hectares of Malagasy rainforest, make My Way a carbon neutral product as its footprint is offset. "I believe that environmental issues should be close to everyone's heart, now more than ever," said Armani. **Launch: August**

3 MAC has teamed up with American R&B singer Teyana Taylor on a new collaboration. The line features four lipsticks in matte and frost finishes, four of

MAC's Lipglass products, lip pencils and Mineralize Skinfinish in a gold shade with bronze accents (from £15.50). The collection is said to encourage Taylor's fans to create their own version of her style and beauty looks. MAC's make-up artists recommend mixing lip product shades for customised looks to suit every skin tone. "Style, confidence and versatility as an artist are just a few of her superpowers," said Senior Artist Fatima Thomas, who worked with Taylor. The products are housed in bright neon packaging, which is said to be a reflection of Taylor's style and give a nod to the 90s. **Launch: out now**

4 TEOXANE has combined its patented RHA Resilient Hyaluronic Acid technology with glycolic acid in order to create its new cleanser. The brand's AHA Cleansing gel (£35) also features a blend of fruit acids and a brightening complex to help exfoliate, remove impurities, dead skin cells and make-up. These alpha hydroxy acids are also said to encourage softer and smoother skin, and provide a multi-target delivery system that blocks the formation of dark spots. Meanwhile, the

foaming gel formula is designed to hydrate and help protect the skin's barrier. **Launch: out now**

5 ESTÉE LAUDER has reformulated its cult Advanced Night Repair to include the brand's latest complex discovery. The new Advanced Night Repair Synchronized Multi-Recovery Complex (£82) features Chronolux Power Signal Technology, which contains a micro signalling molecular activator. The complex is powered by a proprietary blend of yeast extract, a peptide and plant-derived ingredients said to help maximise skin's natural repair. With continued use, skin is claimed to feel firmer and pores diminished. **Launch: August**

6 POLISHED LONDON has turned its attention to producing eco-friendly oral care products with two new launches. The brand's new Polished London Toothpaste Tablets (£6.99) are zero-waste alternatives to traditional toothpaste tubes, which cannot be recycled. The tablets are said to contain calcium and sodium carbonate to polish and clean teeth, alongside sodium

monofluorophosphate, a fluoride to prevent tooth decay, and kaolin, a natural clay that helps to remove stains. The brand is also offering consumers an alternative to plastic toothbrushes with its latest product made from bamboo. The Bamboo Toothbrush (£4.99) is 100% biodegradable, BPA-free and housed in a recyclable box. **Launch: out now**

7 KANEBO COSMETICS is preparing to launch a new collection of skin care products with formulas designed to mirror the stratum corneum's moisture barrier function. The I Hope skin care line follows Kanebo's revamp announced in November last year and the launch of 44 new colour cosmetics in the spring. Joining the brand's portfolio are four products based on Kanebo's 'Unify System' On & In, which uses gender-inclusive formulas to help moisturise skin. Kanebo's On Skin Essence V and On Skin Essence F (¥10,000 each) moisturisers are designed to leave skin feeling soft and protect skin from dry environments. **Launch: October**

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





British journalist and filmmaker **STACEY DOOLEY** has landed her debut beauty ambassador role with Coty-owned hair care brand **CLARIOL**. In a new TV and social media ad, Dooley will front the brand's Nice'n Easy colour line launching today.

She will also star in a wider TV advertising campaign, which is expected to hit screens on 2 September. "I'm thrilled to be the face of Clairol Nice'n Easy," said the BBC presenter. "The brand has championed women for decades, giving them the confidence to take control of their own colour and to be true to themselves. Always."

Dooley added: "Using home hair colour was much less hassle than I'd anticipated with Nice'n Easy. You assume you'd never be able to do your own hair and be delighted with the outcome, but circumstance forced me to tackle my own roots."

ON THE MOVE AT... **ORIGINAL SPROUT**

Beauty expert **CARRIE COOPER** has joined US hair and body care brand **ORIGINAL SPROUT** to take on a business development role.



Cooper brings with her two decades of professional beauty knowledge, and is expected to drive brand awareness and expand Original Sprout's market share.


Her responsibilities will also include retail and focus on growing product sales through national distributors in the US.

"Carrie is a highly respected professional in our industry, with an outstanding track record and in-depth knowledge of adult and children's hair care and skin care products," said Original Sprout's General Manager, Michael Ambacher, talking about Cooper's appointment.

"We are delighted she is joining the Original Sprout family to help further enhance brand awareness and grow our market share, as our safe, tested, vegan products continue to gain the increasing attention of consumers nationwide."

Despite the coronavirus pandemic, Original Sprout has expanded its national presence in health stores, hair salons and online channels throughout 2020.

On the brand's future strategy, Ambacher continued: "With the addition of Carrie's experience to the team, we hope to accelerate entrance to the mainstream health and beauty retail sales channel for both the existing and new lines of products."

 Read more at cosmeticsbusiness.com

POST LOCKDOWN SURGERY BOOM

The Covid-19 pandemic has created a surge in demand for cosmetic treatments

Plastic surgeons on both sides of the Atlantic have reported a rise in bookings during the Covid-19 pandemic, as clients use the opportunity to discreetly hide their recovery behind a face mask or recoup in private while working from home.

UK consultant surgeon Gerard Lambe revealed he has experienced a five-fold increase in surgery bookings compared to last year, with a record number of patients opting for invasive facial procedures as well as breast operations and liposuction.

Throughout the coronavirus pandemic many surgeons offered clients virtual consultations to discuss potential treatments, but Lambe says that it is the increase in online video meetings that is also driving the demand to go under the knife.

“Patients have made it clear they see the pandemic and lockdown as offering them the perfect opportunity to really reflect on their dream of having that longed for breast lift or their eye bags finally tweaked,” he said.

“Many people have been scrutinising their looks more due to the boost in Zoom video calls where their appearance is being observed.”

He said that he has seen an uptick in demand for eye-lifts and enquiries about tummy tucks, the latter Lambe attributes to weight gain during the lockdown period.

“However, many are extra keen to get booked in while they can work from home and recover without colleagues and wider family knowing they’ve had some work done,” he added.

“I can promise there will be a lot of people returning to work in the coming months looking mysteriously fresher, perkier and slimmer.”

Oculoplastic surgeon Dr Daniel Ezra, a London based eye specialist, said he has also seen a lot more patients and his practice has been “busier than ever”, a trend he has noticed among his peers across all cosmetic specialities.

“My practice is very much centered around the eyes, I think bags around the eyes, hooding can often make you look very tired and exhausted,” he said. “But I am hearing from colleagues across the board that in addition to eyelids, facelifts are something that has also been very popular and also lots of non-invasive treatments as well.”

Non-invasive treatments have soared in popularity in the US as a result of the pandemic, and even a new Netflix makeover series *Skin Decision: Before and After*, released on 15 July, explores how non-surgical techniques can sometimes be the best option.

According to a recent report from the American Society of Plastic Surgeons (ASPS),



A third of US surgeons have seen an increase in demand for liposuction



64% of its members have seen an increase in the number of video consultations during Covid-19 and injectables were by far the most asked-for cosmetic treatment.

Nearly two thirds (65%) of patients enquired about Botox, followed by breast augmentation (44%), dermal fillers (37%), liposuction (30%) and tummy tucks (24%).

“Injectable use is now a part of our cultural conversation, thanks to the average patient seeing the benefits of natural results from the advancements in technique and products that allow plastic surgeons to individualise their recommended treatments to what each patient needs,” said Dr Lynn Jeffers, President of ASPS.

A ‘mini facelift’, a rejuvenation technique that requires smaller incisions, shorter recovery time and less surgery, is also reportedly seeing an increase in popularity in the US.

Dr Javad Sajan of Seattle Plastic Surgery attributes the global health crisis as a moment of reflection for people interested in professional beauty treatments regardless of the invasiveness of the procedure.

“Patients are coming back more motivated to look their best and take care of themselves,” he said. “They feel that life is short and that they don’t want to live their lives unhappy with the way they look.”