L’Oreal has signed an agreement to acquire US-based skin care brand Thayers Natural Remedies.

The brand, which was founded by Dr. Henry Thayer in 1847, will join the beauty conglomerate’s Consumer Products Division. Its products include the best-selling Witch Hazel Aloe Vera Formula Facial Toner.

Stéphane Rinderknech, President and CEO of L’Oréal USA, Executive Vice President North America, said: “With a more than 170 year heritage, Thayers Natural Remedies is a beloved American brand that has stayed true to its roots as it has evolved its product offerings and forged a strong connection with consumers.”

He continued: “Built on a foundation of top-rated skin care products, the brand is more relevant today than ever before. We believe in its growth potential and unique positioning in the mass skin care market.”

Thayers Natural Remedies generated sales of US$44m in 2019 and is available in mass and specialist bricks-and-mortar retailers, drugstores and via e-commerce.

John Gehr, owner and CEO of Henry Thayer Company, added: “As custodian of the Thayers Natural Remedies brand for the last 17 years, it has been a rewarding experience seeing the connection we’ve been able to make with our well-informed consumers.

“I couldn’t imagine a better organisation than L’Oréal to take Thayers to new heights while maintaining its core values of social and environmental responsibility.”

The closing is subject to regulatory approvals and other customary conditions.

Alexis Perakis-Valat, President Consumer Products Division of L’Oréal, said: “This acquisition is part of our strategy to develop our skin care business all around the world.”
COLOMBIA PASSES HISTORIC BAN ON ANIMAL TESTING

The Colombian Senate has agreed to ban cosmetics testing on animals.

“The Bill 120/2018 was passed earlier this month following a debate and, once signed by the President, will come into force in four years.”

“Senators co-author Richard Aguilar said: “Today, Colombia becomes a better and more humane society. The prohibition of cosmetics testing on animals will avoid the suffering of thousands of sentient beings and lead to the development of new methods of research.”

“The bill received almost unanimous approval to pass in Senate, which was held virtually due to Covid-19 restrictions.”

“The legislation will prohibit the testing of cosmetics and personal care products on animals including cosmetics ingredients that are imported and manufactured domestically.”

“The bill was backed by US charity Animal Defenders International (ADI).”

“On the decision, the non-profit’s President, Jan Creamer, added: “Bravo Colombia for making a huge step forward in Latin America and ending the suffering of animals in cosmetics tests.”

Unilever responds to climate crisis with new targets

Personal care conglomerate Unilever has released a new set of sustainability goals in order to address climate change.

“Taking priority in its effort will be the scaling back of its carbon emissions; the FMCG company has said it wants to achieve net zero emissions from all of its product lines by 2039.”

Unilever said it will build partnerships and work with suppliers in order to achieve this and has called on governments to set ambitious net zero targets to push more brands into action.

“While the world is dealing with the devastating effects of the Covid-19 pandemic, and grappling with serious issues of inequality, we can’t let ourselves forget that the climate crisis is still a threat to all of us,” said Unilever’s CEO Alan Jope.

“Climate change, nature degradation, biodiversity decline, water scarcity – all of these issues are interconnected, and we must address them all simultaneously.”

He added: “In doing so, we must also recognise that the climate crisis is not only an environmental emergency, it also has a terrible impact on lives and livelihoods.”

B

eauty app developer Perfect Corp has denied claims that it has been transferring user data to Chinese servers in order to sell it on.

“The developer of the YouCam Makeup and YouCam Perfect beauty apps faces several allegations made in online reports that it is among a group of app creators that should be avoided by consumers.”

Earlier this month, Indian intelligence agencies listed Perfect Corp as among 42 mobile apps that could carry out a cyber attack against the country, due to allegedly containing spyware or malware.

However, Perfect Corp rebuked the claims and stated: “YouCam Makeup and YouCam Perfect app users in India can be assured that Perfect Corp doesn’t collect user data or share personal information with unauthorised third parties without user’s consent.”

“The company deeply regrets the unauthorised distribution of misleading information, which negatively affects users’ perception towards the apps and undermines Perfect Corp’s commitment to security and transparency. Information security is and always will be Perfect Corp’s highest priority and the company will go to great lengths to protect and secure the data of the app users in India.”

Elsewhere reports include Perfect Corp among other mostly China-based apps that could be “quite risky” to download and suggest practising caution before downloading them.
THE HUT GROUP SIGNS £100M IN DEALS WITH SIX GLOBAL BEAUTY BRANDS

The Hut Group (THG) has inked over £100m in partnership deals with six global beauty brands to help them meet growing demand for online sales.

Through its technology services division, THG Ingenuity, PZ Cussons Beauty, Elemis, Burt’s Bees, Nuxe, By Terry and Revolution Beauty will be given support to transition towards a direct-to-consumer (DTC) model.

Matthew Moulding, founder and CEO of THG, said: “The consumer shift to online continues at pace and a resilient, world class, DTC operation has become a necessity for brands to generate sustainable long-term growth.

“Through THG Ingenuity’s proprietary technology, brands can leverage our end-to-end capabilities to launch, market and fulfil their product offering at pace and accelerate their international expansion.

“The latest partnership agreements with some of the leading international beauty brands are a testament to the strength of THG Ingenuity’s proven technology services.”

The six brands will take different approaches to their transitions and will all have access to THG Ingenuity’s full range of e-commerce solutions, including an ‘exhaustive’ pool of data that is said to be the lynchpin to its operations. Elemis is due to launch DTC across 15 territories in Europe and Asia over the next 12 months. Meanwhile, PZ Cussons will launch three of its consumer brands, St Tropez, Sanctuary Spa and Fudge professional in under six weeks.

Burt’s Bees will benefit from a European site roll-out, which is already underway having launched in the UK in May, and Nuxe is soon to launch its global DTC online business in the US.

JOHNSON & JOHNSON TO STOP SELLING LIGHTENING PRODUCTS

Johnson & Johnson (J&J) has decided to stop selling two of its skin-lightening products, after considering the implications of their product names and claims.

Neutrogena Fine Fairness, only available in Asia and the Middle East, and Clean & Clear Fairness, sold only in India, have been discontinued with purchase links removed from J&J and partner retailer websites.

The company told Cosmetics Business: “Over the past few weeks we have consulted manufacturers, distributors, retailers and experts to draw up the guidance. Dubbed Protecting Us All at the Beauty Counter, the advice lays out a range of factors to be aware of when shopping in-store. This includes the use of product testers, enhanced hygiene measures, restricted access to open products and contactless payment methods.

Neutrogena Fine Fairness was marketed as a daily moisturising whitening cream containing Healthy-White complex to boost the whitening of skin. Meanwhile, Clean & Clear Fairness was said to ‘improve’ overall fairness in four weeks.

**NEWS IN BRIEF**

**COSMETICS BUSINESS** strives to provide the highest quality experience for our readers and we are continuously looking for ways to improve. Following recent feedback from you – our readers – we are pleased to announce that exciting changes will be coming to you very soon. These changes will include new benefits and extra value to current and future subscription packages. More details will be released in the coming weeks. For any questions please email subscriptions@hpcimedia.com.

**THE COSMETIC, TOILETRY AND PERFUMERY ASSOCIATION (CTPA)** has published a charter to encourage beauty customers back in-store as coronavirus restrictions ease. Supported by the British Retail Consortium, the trade association is said to have consulted manufacturers, distributors, retailers and experts to draw up the guidance. Dubbed Protecting Us All at the Beauty Counter, the advice lays out a range of factors to be aware of when shopping in-store. This includes the use of product testers, enhanced hygiene measures, restricted access to open products and contactless payment methods.

**ARBONNE**, the direct selling beauty company, has recalled its Shea Butter Body Wash, after certain batches tested positive for bacteria.

The company-initiated recall affects 3,100 units, which were found to contain *Pluralibacter gergoviae*, the FDA confirmed. The common bacteria is part of the enterobacteriaceae family of gram-negative bacteria and is part of the normal intestinal flora, however, it can pose a risk of infection to those with weakened immune systems and pre-existing health conditions.

The contamination was discovered through product testing carried out by the manufacturer and affects lot numbers 9107A05 and 9108A05. Sold in a 473ml plastic dispenser, the body wash is described as a ‘family-friendly’ gluten-free formula and is infused with Tahitian coconut milk oil and vitamin E, which is said to result in clean, smooth and hydrated skin. The company’s last recall was in 2016, when its Fine Line Liquid Liner were found to contain three bacteria strains.

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L’OCCITANE GROUP is the latest cosmetics company to join the Responsible Beauty Initiative (RBI), as it strives towards operating as a ‘regenerative’ business. RBI, run by EcoVadis, assesses the sustainability of companies and their suppliers in order to boost ethical, social and environmental supply chain performance. The French owner of brands L’Occitane, Melvita and Erborian worked with EcoVadis for over one year to complete this task, and has been able to identify high risk suppliers and adjust their partnerships.

DECIEM’S CEO has written an open letter to consumers detailing the company’s internal plans to address Black Lives Matter. Nicola Kilner wrote that there are “no glass ceilings for any human at Deciem” and detailed how she has introduced several initiatives to support black employees. Previously, staff were given paid leave for protesting and a “day off to educate on racism, discrimination and oppression”. Counselling sessions were also provided. Kilner has unveiled an Inclusion Board, diversity training and a US$120,000 fund to back grassroot charities that support black consumers. Managers will receive diversity scorecards as part of their performance evaluations and an anonymous feedback service will be provided for concerned Deciem employees.

OVER 200 KDC/ONE EMPLOYEES AT RISK OF REDUNDANCY DUE TO FACILITY RELOCATIONS

Over 200 employees of beauty product manufacturer KDC/One are at risk of redundancy, as the company revealed plans to relocate two of its facilities to Northern France.

Staff at the Bideford, UK, cosmetics pencils manufacturing facility and at the Gallardon, mid-France, soap production plant face uncertainty as their employer plans to move both operations to Hesdin-l’Abbe in Northern France. In addition, 35 employees at the Wellington, UK, site and an unnamed number at the Paris, France, sites are also said to be at risk of losing their jobs due to the changes.

KDC/One employs 122 members of staff in Bideford, 41 in Gallardon, 316 in Wellington and 18 in Paris, bringing total employee figures at the affected sites to 497. However, KDC/One told Cosmetics Business that 216 employees are at risk of redundancy.

KDC/One Europe President Matthew Gazzard emphasised that the decision to relocate is “in no way” a response to Covid-19 or Brexit. “While these decisions have not been easy ones,” he said “they are necessary to move the businesses forward, allowing us to maximise production capabilities, continuously innovate and meet customer expectations in a highly demanding and competitive marketplace.

“Through refocussing our European operations we plan to create centres of excellence which will provide a strong platform for sustainable growth in the future.”
ACQUA DI PARMA DECKS OUT ANDREA BOCELLI’S RESORT

The Tuscan seaside resort of singer Andrea Bocelli and his family has been transformed by luxury fragrance brand Acqua di Parma and its 2020 partner, designer JJ Martin of La DoubleJ.

For the summer season, the Aplemare Beach Resort in Forte dei Marmi will be styled to reflect the brand’s new Blu Mediterraneo by La DoubleJ capsule collection of scents. Cushions and towels will feature the striking Confetti Blu design, which appears on the packaging of the collection.

Meanwhile, the collection’s Arancia di Capri candle will fragrance all relaxation areas including Aplemare’s garden and restaurant, and cabins will include matching amenities alongside La DoubleJ collection Shower Mousse and Body Lotion.

Laura Burdese, President and CEO of Acqua di Parma, said: “Since its origins, Acqua di Parma has represented the purest Italian style, and is committed to preserving and cultivating Italian art, culture and nature.

“JJ Martin, with whom we created the new Blu Mediterraneo by La DoubleJ capsule Collection, has always been in love with Italy, and she knows how to express its sunny spirit in all of her creations.

“The Bocelli family has created a real oasis of elegance where art and nature meet in unique harmony, an original and contemporary example of good Italian living.”

The Aplemare Beach Resort belongs to the Bocelli family, with the opera singer a frequent visitor and performer at the location.

Veronica Berti Bocelli said: “The quest for beauty is an art also to be drawn upon when on holiday, at the height of seaside relaxation.
Almost half of retail workers have said they will refuse to return to work if they are not supplied with the correct PPE, a new study has found. According to the results of the survey by workwear specialist Simon Jersey, more than 40% of workers in the retail and consumer sector said they would not go back to work without the right protective equipment.

The study also revealed almost 90% believe it is their employers' responsibility to make sure they receive the correct equipment as the UK continues to grapple with coronavirus.

“A significant number of workers are saying that unless they get the right PPE they would consider not returning to work,” said Oliver Cooper, Simon Jersey’s Managing Director. “This could kill off businesses' efforts to reopen and for the economy to get going again.

Social distancing, regular cleans and getting the right protective workwear will be top of mind for all employers.”

In response, the group has published a fact sheet to give employers advice.

**NEWS IN BRIEF**

**SHISEIDO** has welcomed consumers to a new Japanese beauty destination. On the first floor of the Beauty Square, situated in front of Tokyo’s Harajuku Station, shoppers are able to buy personal care products and visit an in-store hair and make-up salon. Brands on offer include Ipsa, Clé de Peau Beauté, Dolce & Gabbana Beauty, Nars and bareMinerals. According to Shiseido, the store’s concept is to provide a space for consumers to ‘discover, enjoy and share beauty.’ Digital, experience-led content will be on offer throughout, including an interactive content space to represent the diversity of beauty, as well as a virtual experience.

**ULTA** has signed a partnership with ‘clean’ retailer Credo Beauty. Eight products from Credo’s brand portfolio are expected to debut at 100 Ulta stores and online this autumn. This will include EleVen by Venus Williams x Credo SPF, Innersense Organic Beauty and One Love Organics. "As a trailblazer in ingredient authenticity and transparency, Credo Beauty is the perfect partner for us as we continue to evolve our ‘clean’ beauty offerings for guests,” said Ulta’s Chief Merchandising Officer Monica Arnaudo. “We know 99% of Gen Z shoppers intend to buy ‘clean’ beauty products in the next year, this first effort together, a clean collection handpicked by the experts at Credo, offers amazing products and more beautiful, ‘clean’ possibilities.”

**PETITION CALLS FOR BICESTER VILLAGE OUTLET CLOSURE**

UK shopping outlet Bicester Village sparked outrage among consumers, after flocks of crowds visited the centre on 15 June – the first day of non-essential stores reopening. After 80 days of closure due to the pandemic, pictures emerged online of swarms of shoppers visiting the discount destination and not taking part in social distancing. A petition was set up, which was signed by more than 7,000 people, to close the village until better safety measures can be introduced.

Laura Wicks, who started the petition, wrote on change.org that she was “disgusted to see the hundreds of people squashed into the street like coronavirus never happened”. She continued: “As a nation we are all still under the two metre guidelines and as a company, Bicester Village have a responsibility to keep its staff safe.”

According to the Bicester Village’s website the centre has a code of conduct asking all visitors to “respect a two metre distance, in line with the government’s guidance on social distancing”. The petition has now been closed.

**Half of retailers refuse to go back to work without PPE**

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“Social distancing, regular cleans and getting the right protective workwear will be top of mind for all employers.”

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**AMAZON** has posed a threat to high street and independent retailers due to its convenient next-day delivery and competitive prices. And now, the e-commerce giant looks set to pose a fresh challenge to pure-play beauty retailers.

A new survey by British marketing agency Molzi found cosmetics and personal care sales have boomed on Amazon during the coronavirus lockdown. The results showed almost seven million consumers bought beauty products for the first time via the online retailer while the stay at home order has been in place.

Molzi’s CEO Chris Mole said that Amazon has turned into a “necessity” while so many consumers have been housebound. “Consumers stuck at home have relied on the platform to buy essential and non-essential products for the first time and hugely valued the service,” he said. “Clearly Brits’ appetite for Amazon is here to stay.”

In the last few years, Amazon has branched into luxury beauty with its Premium Beauty hub.
How many brands have you brought on this year?
This year alone, we have brought on a total of 18 new and exciting brands including: Amen, Atelier Materi, Bioeffect, Circumference, Color Wow, Cosmetics 27, Cosmydor, Framo, Francisca Mancini, Kester Black, Matiere Premiere, Mikimoto and Monom.

What does a brand need to do to get stocked at Dover Street Parfums Market (DSPM)?
There are no particular requirements for a brand to get stocked at DSPM. Ultimately, it’s about sticking out from the crowd – that is the often monotone beauty market. We are looking for unique brands, whose philosophy and concept are thoughtful and well-rounded.

Sometimes, only looking at great samples and testing out the products is enough for us to believe in a brand. In other instances, we make our choice based entirely on the attitude of people who represent the brand and their well designed and informative websites.

What category are you most excited to expand into?
Make-up is by far the most exciting category. We are seeing a consumer shift from fashion house-owned make-up brands, towards smaller and more exciting concepts.

What beauty brands would you like to bring on board in the future?
We are always looking forward to working with spectacular brands that have a strong and progressive point of view. Being innovative and surprising is what we are after.

How is Dover Street Parfums Market adapting to beauty consumers’ changing needs?
We are sensible to the feedback from our customers and the ever expanding social conversation about the notion of beauty and its limits.

We observe the attitude and approach of contemporary consumers.

How does your beauty offering differ in-store to online?
DSPM is a complex and surprising retail adventure.

The store – a serene forest of white pillars, with carved egg-shaped shelves – is an explosion of scents, sounds and textures. This memorable experience is meant to stimulate all of the customer’s senses.

A large part of our offering in-store is also centred around niche new brands, whose high quality products have a strong visual presence.

With the help of our knowledgeable staff, this unique offering leaves a long-lasting impression on a customer, who could be sceptical of the same product presented online.

How many brands contact you a month to get stocked?
We receive dozens of requests, definitely more than 30 a month.

If a brand would like to get in touch, how should they contact DSPM?
The best way for us to get introduced to a prospective brand is through the samples of their products. Otherwise, writing to us on Instagram or reaching out via email is a good idea.

We are sensible to the feedback from our customers and the ever expanding conversation about the notion of beauty and its limits.
FOREVER 21 MAKES ONLINE RE-ENTRY INTO UK MARKET AFTER CLOSING DOWN STORES

Struggling beauty and fashion retailer Forever 21 has re-entered the UK market after closing three bricks-and-mortar stores in 2019.

The new website, run by e-commerce provider Global-e, is said to offer an enhanced online shopping experience, tailored to the UK market’s characteristics and shopping preferences.

Despite announcing the closure of its dedicated beauty arm Riley Rose in November last year, the website will sell beauty products, a spokesperson for Forever 21 told Cosmetics Business.

“We are excited to offer our trendy collections on our global online site, to our large following of loyal Forever 21 fans in the UK and mainland Europe,” said Forever 21’s CEO Daniel Kulle.

“Our loyal consumers are digital savvy and expect a seamless, sophisticated online shopping experience, so it is vital for us to ensure that every step in the online journey is tailored to their needs and preferences.”

He continued: “Despite the market conditions the entire industry is facing due to the Covid-19 pandemic, we see strong demand for the Forever 21 brand in the UK and rest of Europe.

“We are dedicated to providing the best online shopping experience for both our UK shoppers and other loyal customers globally.”

Feelunique rolls-out new product sampling service

Premium online beauty retailer Feelunique has launched a new product sampling service for its UK shoppers.

The new Beauty Kit programme, said to be the UK’s first personalised luxury sampling service, allows customers to choose five miniature products and build their own bespoke beauty bag and retails at £12.95 with a extra £3.95 for shipping charges.

Housed in a clear and gold travel bag, initially shoppers will be able to choose from 120 products from 50 luxury and premium beauty brands including Charlotte Tilbury, Benefit, Filorga and Caudalie.

The scheme is said to be the first of many sampling services set to launch by the e-commerce site, as more consumers have moved to shopping online during the coronavirus pandemic.

In a statement, Feelunique said its new services allow beauty brands to target new customers and lead to new purchases.

Sample product categories range from skin care, fragrance, hair, body, nail, cosmetic and sun care products.

To customise a kit, consumers can visit feelunique.com/beauty-kit.
The epidermis is critical in supporting overall skin health, and now scientists are one step closer to understanding how a compromised skin barrier can lead to conditions such as eczema, psoriasis and dehydration.

Researchers from the Mount Sinai School of Medicine, US, have discovered an essential protein for developing the skin’s barrier. The team found that the HDAC3 gene is vital for proper barrier formation and that newborn mice without it failed to develop a skin barrier, and died shortly after due to dehydration.

The findings are said to allow the team to explore in more detail specific skin concerns, the role of HDAC3 and how to manage the conditions, which can be debilitating.

“HDAC3 is particularly interesting to us, as it associates with different proteins in different tissue types to regulate its target genes,” said Katherine Szigety, an MD/PhD student and first author of the study.

“While HDAC3 has been studied in diverse contexts, its role and transcriptional partners in the developing epidermis had not been identified until now.”

The New York City-based scientists also found that HDAC3 regulates target gene expression in a distinctly different way from its related proteins HDAC1 and HDAC2.

On the discovery, Dr Sarah Millar, Director of the school’s Black Family Stem Cell Institute at the Icahn School of Medicine at Mount Sinai, added: “Unlike HDACs 1 and 2, HDAC3’s functions in regulating epidermal development appear to be independent of its enzyme activity.

“Because clinically available HDAC inhibitors specifically block enzyme function, our findings suggest that the effects of treatment with an HDAC inhibitor might resemble loss of HDACs 1 and 2 in the skin, but perhaps not HDAC3.”

Male grooming brand King of Shaves has opted for new eco-friendly packaging for two of its hero products. The brand took the decision to repack the ranges, after setting out a new Code Zero commitment in 2019, with a mission to remove single-use plastic from its product line.

King of Shaves’ Sensitive Shaving Gel and Advanced Shaving Oil are now housed in refillable, aluminium pump containers.

Customers can purchase recyclable polyethylene PE refill pouches, which are said to use between 72-84% less plastic than equivalent single use plastic packs.

“Brands and companies must be the change they wish to see,” said King of Shaves’ founder Will King.

“We are taking an important lead at King of Shaves with lifetime use, refillable packaging solutions and pushing out plastic, which lasts over 500 years.

“It makes no sense for products consumed in just a few months to have packaging that causes centuries long environmental harm.”

The products are available to purchase at Waitrose and retail at £5.99, with refills available for £3.99. King of Shaves has said its products will launch at more retailers in August and September.

The brand’s Code Zero commitment laid out last year, included a pledge to be single-use plastic free by 2023.

At the time, King said: “As a responsible branded goods manufacturer, selling millions of units each year, we strongly feel it’s our responsibility to future generations to help consumers make a sustainable change without it costing them more. There should be no ‘sustainable packaging tax’ or cost increase.”
NEW PRODUCTS

1 KUSH QUEEN, an LA-based CBD brand, has dedicated a new launch to celebrate Pride month. The line comprises two bath bombs, with different levels of CBD, the new water-based Pride Szn Big Lube and Pride Szn Gummies Rx, which are infused with 750mg of full spectrum CBD (from US$19). According to the brand, the range is also said to highlight the team’s personal connection to the LGBTQIA+ community. Kush Queen has dedicated $25,000 of cash and donations to non-profit organisation AsylumConnect.

Launch: out now

2 ECO LIPS has released a new line of ethically sourced lip care products. The five Brazilian Lip Tints (US$5.49 each) are said to be blended with Fair Trade-certified babaçu and pracaxi oils, which can both be found in the Amazon rainforest, South America, and are hailed for their skin-benefitting properties. Cupuaçu butter has also been harnessed, native to the Brazilian Amazon, to nourish, moisturise and protect lips. Meanwhile, the products are said to leave a satin finish that is suitable for everyday use. The five colours range from a dusty pink shade to a dusty pink and sienna.

Launch: out now

3 NAILS.INC, the sister brand of INC.redible Cosmetics, has introduced what it is calling its ‘cleanest’ beauty launch to date.

4 OTO, the luxury CBD brand, has responded to reports of consumers suffering with sleep deprivation during lockdown with a new product launch. According to the brand, almost two-thirds of Brits have been struggling to sleep since the stay at home order was put in place at the end of March due to coronavirus. Designed to help induce sleep, OTO’s new CBD Sleep Drops (£69) are equipped with a pipette that releases a 50mg dose of CBD by pushing the button on top, while the formula is infused with a blend of lavender and mint. The product is said to last 30 days and is available via OTO’s website, The Drug Store, Harrods and Selfridges.

Launch: out now

5 VALMONT, a luxury beauty brand, has introduced its debut line of microbiome skin care products. The 5-sku Primary range is formulated around pre and probiotics, and is designed to help ‘stabilise skin’s ecosystem’: it is also said to be easily incorporated into consumers’ current skin care routines. The collection features a prepping mist, blemish treatment, anti-redness repairing serum, smoothing cream and replenishing balm to deeply nourish skin (from US$118).

Valmont is also continuing its philanthropic partnership with the One Drop Foundation, a non-profit organisation dedicated to providing clean water to people around the world.

Launch: out now

6 NAYA, the skin care brand, has launched a new product to brighten and repair skin. The Antioxidant Defence Booster (£45) is a topical vitamin C powder designed to be blended with a serum of the consumer’s choice. Key ingredients include desert algae and schisandra extract, which result in a blend that is claimed to brighten and even skin tone, while repairing DNA damage from oxidative dress.

Launch: out now

7 KYLIE COSMETICS has finally released the details of its debut beauty collaboration with founder Kylie Jenner’s older sister Kendall Jenner. The new Kendall X Kylie range features staple beauty items as well as some never-before-seen products. These include a new shimmery gold face gloss and three contouring, highlighter and blush sticks. Also joining the 8-sku collection line is a 15-shade eyeshadow palette, blotting powder, a Lip Blush Kit, featuring a lip colour and lip liner, and lip gloss (from US$16).

Jenner has formerly linked up with her older sisters Khloe and Kim Kardashian, and ‘momager’ mother Kris Jenner.

Launch: out now

For more launches, visit cosmeticsbusiness.com
Entrepreneur and celebrity manicurist LEIGHTON DENNY is returning to his namesake brand after a three year hiatus.

Founded in 2005, Denny officially left Leighton Denny Expert Nails (LDEN) in 2017 after taking a step back from his role as Chairman and Creative Director two years prior.

The decision to return as CEO, the brand said, is to help “re-inject the core DNA” into the company and to “concentrate again on the customer, on education, on innovation, on spear-heading NPD and shaking up the nail market”.

Denny, who was awarded an MBE for his services to the beauty industry in 2015, described the process of finalising the terms of his executive return as an “exciting roller coaster journey”.

He added that LDEN was one of the first social media-savvy D2C brands, but his appointment will help the company to re-establish engagement with consumers.

“Technology means I can have the same ‘sit down, hands-on’ experience I had with my original salon customers and it allows me to understand my customers and their needs which in turn helps me to educate them on my brands,” Denny continued.

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ON THE MOVE AT... LEIGHTON DENNY EXPERT NAILS

CHARLOTTE TILBURY BEAUTY has announced a year-long partnership with Chinese sportsman, actor and singer ALLEN REN. As part of the link up, Ren will carry the title Friend of Charlotte and promote the brand’s make-up range in mainland China. The 31-year-old table tennis player will appear in campaign visuals for the luxury brand featuring make-up looks created using Charlotte Tilbury products.

“It’s such a pleasure to be working with my friend Allen Ren,” said make-up artist Tilbury. “Allen is an outstanding artist and such an inspiration to his fans through his style and confidence. I cannot wait to work with Allen to share all my red carpet make-up tips and tricks with the gorgeous men and women of China.”

“I could not be more excited,” said Ren. “I have been a big fan of Charlotte and her products for years, so it is truly a dream come true to be working alongside someone who has inspired me so much throughout my career.”

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TIK TOK TAKES OFF IN BEAUTY

The third most-downloaded non-gaming app of 2019 is making waves in beauty

It's the social media sensation of lockdown. Providing entertainment to millions around the world, ‘Tik Tok has brought a much-needed smile to consumers’ faces with viral dance clip challenges, pranks and beauty hacks aplenty during the Covid-19 pandemic.

The Chinese app, founded by Beijing-based technology firm ByteDance in 2016, was named the third most downloaded non-gaming app of 2019, outperforming Instagram and Facebook.

In Q1 2020, when the coronavirus began to peak in certain countries, TikTok reached the two billion download mark, accumulating more than 315 million installs as its users diversified and consumers looked for new ways to pass the time, shop and connect.

For consumers, TikTok is not about looking good, applying make-up perfectly, or even being that creative – it is about following trends and spotting viral ones early, including the next big products. So, here are five ways beauty has taken off on the platform:

1. Skin Proud
New Gen Z-marketed brand Skin Proud has partnered with TikTok influencers Matthew and Ryan, @matthewandryanuk, who boast 2.1 million followers on the social media site, in an attempt to go viral on the platform.

Designed as a mood-boosting venture and set to the brand’s original TikTok song ‘Be You, Be Proud’, users have been challenged by the influencer duo to recreate their choreographed dance to win £100 worth of Skin Proud products.

2. Deciem
A teenager inadvertently earned the maker of The Ordinary a 426% sales spike after a TikTok video she shared using its AHA 30% + BHA 2% Peeling Solution went viral.

The blood-red face mask was bought by 100,000 users in six days shortly after acne-sufferer Kaelyn White posted a video to the platform revealing her before and after results.

Videos with the #TheOrdinary hashtag have collectively been viewed more than 229 million times with countless short clips organically promoting the product.

3. e.l.f. Beauty
Predicting that more consumers than ever were about to download TikTok in search of entertainment during lockdown, e.l.f. Beauty jumped on the TikTok bandwagon by creating a video reminding consumers about the importance of hygiene.

Launched in March, ‘Eyes.Lips.Face.Safe’ aimed to encourage users to watch their hands and to practise social distancing during the coronavirus pandemic.

4. Starface
Starface is a new skin care brand by former Elle beauty director Julie Schottt that has gone under the radar on traditional consumer media.

Housed in a brightly yellow box adorned with a whimsical smiley face, the brand’s star-shaped acne spot stickers have proven a hit on the short video platform.

Despite only having two skus, the other being a recently launched cleanser, TikTok users have generated organic content that has amassed 39.2 million views and counting.

5. Isle of Paradise
This brand developed by celebrity tanner Jules Von Hep may only have 1,200 followers on its official TikTok account, but Isle of Paradise has demonstrated that a business does not need millions of followers to go viral on the platform.

The brand’s Self-Tanning Drop and Self-Tanning Water lines have proven a hit on TikTok with nearly nine million video views from creators around the world promoting or reviewing the products.