

CosmeticNews Weekly

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This year's **CEW** 2014 Achiever Awards were announced on 20 November at the Jumeirah Carlton Hotel, London. The Lifetime Achiever Award went to **Suzu Menkes**, who famously was appointed Fashion Editor of the *London Evening Standard* at 24 years old. The Special Industry Award went to **Michael Ward**, Managing Director of Harrods. Meanwhile, the Members Achiever Award went to **Mia Collins**, Divisional Merchandise Manager for Beauty at Harrods. Finally, the Digital Achiever Award was presented to **Claire Vero**, founder of Aurelia Probiotic Skincare.

This year's **Natural Beauty Yearbook** Who's Who in natural beauty Top 25 hotlist has been announced. **Kirstie Sherriff**, co-founder of organic spa brand Pinks Boutique, took the top spot; she ranked in 17th place on the 2010 hotlist and has appeared in the top five in every edition since. Back to this year, **Sonia White**, Managing Director of Amarya and LoveLula, scooped second place, while **Alexander** and **Kim Barani**, co-founders of Kinetic Enterprises were ranked in third. In fourth place was **Rebecca Goodyear**, founder of Rebecca Goodyear PR. **Janey Lee Grace**, journalist and author, took fifth position.

Albéa's Board has appointed three new Non-Executive Independent Directors: **Gilles Andrier**, **Edgar Huber** and **Joseph Euteneuer**. Andrier has been CEO of Givaudan since 2005; he joined the company in 1993 as Fragrance Division Controller and Assistant to the CEO. Huber, meanwhile, is CEO and President of Lands' End. He has formerly worked as Executive VP of Global Business Development for Liz Claiborne and President of Juicy Couture. Finally, Euteneuer has been CFO of Sprint since 2011. Prior to joining Sprint, Euteneuer was CFO and Executive VP of Qwest Communications.

Univar has appointed **Matthew Ottaway** as EMEA Industry Director, Personal Care, who will report to Nick Powell, Vice President, Univar EMEA Focused Industries. In his new role, Ottaway will drive the development and execution of Univar's Personal Care industry strategy in the EMEA region. Ottaway has also held roles at Avery Dennison, Eurofins,

International Specialty Products and Bayer Healthcare.

Australian colour cosmetics brand **Inika** has announced the names of its new UK team, after being acquired by Total Beauty Network in November 2013. **Susie Mills** has been named National Sales Manager (UK/EU). With over 20 years in the health and beauty industry, Mills has worked with retailers including Harrods, Selfridges, House of Fraser and John Lewis. Meanwhile, **Christina Dowling** is the new Sales and Training Manager (UK). Dowling brings experience from the natural and organic markets in particular, previously working with Dr. Hauschka, Santaverde and Nourish.

Amberley Adhesive Labels has taken on a new apprentice. **Ryan Samways** is to complete an apprenticeship with the labels company, having successfully completed his A-levels. Samways will earn a wage while training on the job, working towards a Level 3 NVQ Diploma (City and Guilds) in Digital Pre-Press for Print delivered in partnership with Yeovil College. Amberley is part of the Government initiative for modern apprenticeships. Figures regarding the modern apprenticeship initiative reveal that 96% of employers that take on an apprentice report benefits to their business, while 72% report improved productivity as a result.

BRAND AMBASSADORS

Miranda Kerr, the new face of **Escada Joyful**, recently made an appearance at Sephora in Union Square to promote the fragrance. At the event, some consumers were able to meet Kerr and take photos with her, sharing their memories with the hashtag #JoyfulMoments. Kerr said: "I love what the fragrance stands for – it's about seizing the small opportunities, and finding pleasure and joy in the moments that make up your day. For me, the scent conjures beautiful memories of hand picking a fresh bouquet of flowers. It is enriched with undertones of earthy sandalwood and delicate pink peony, which I absolutely adore, as peonies are one of my favourite flowers."

L'Occitane sees profits surge

French beauty company L'Occitane has put in a good performance recently.

Operating profit surged 47% to €31.4m for the last six months, while interim net sales hit almost €486m.

Much of the uplift was down to a sales boost from Asia, specifically Japan and Hong Kong, as well as Brazil.

Ignoring currency squalls, Brazil and Hong Kong both saw a 19.5% net sales growth boost while Japan, the US and the UK saw 13%, 11.4% and 5.7% upticks.

Its e-commerce performance was also strong – growth accelerated 34.7%. L'Occitane CEO Reinold Geiger said: "During the first half we delivered a strong set of results amid a challenging business environment. As we focus and invest for growth, efforts are accelerated to support our portfolio of brands, especially the emerging brands, Erborian and L'Occitane au Brésil."

Geiger also claimed numerous productivity gains across the business. Listed in Hong Kong, shares were selling at a little above HK\$19 (before going to press), although in the last year they have dipped as low as \$15.

Recently Barclays hiked its L'Occitane earnings estimate, lifting its stock rating: "We...believe depreciation of the euro would help earnings growth. This results in our upgrade to Overweight from Equal Weight." It sells in almost 100 countries.

Colgate executive sells stock

Colgate executive Patricia Verduin sold more than 3,000 of her company-owned shares in mid-November.

Colgate's Chief Technology Officer sold at an average \$67.4 price, selling almost \$225,000, according to a recent US Securities & Exchange Commission filings report. It's thought Verduin still retains more than \$3m worth of stock.

Colgate shares have zigged and zagged between just below \$60 and \$70 for the past 12 months. A number of analysts have a \$70-plus target price on the stock, including Zacks at \$71 while RBC Capital recently pinned a \$76 target price on Colgate-Palmolive.

In late October, Colgate reported \$0.76 earnings per share for the previous quarter. However, revenues did dip to

L'Oréal and Nestlé call time on joint venture Innéov

L'Oréal and Nestlé have announced plans to end their joint venture Innéov. Innéov, which generated a turnover of €52m in 2013, was said to have "not met the development expected by both partners".

Created in 2002, Innéov is a nutritional beauty supplements brand, which was launched to meet the beauty needs of consumers across Europe. Innéov's flagship product is said to be Innéov Masse Capillaire, which contains taurine and a patented zinc formula that penetrates the root of hair to create added strength and volume.

In a statement, the partners said they would retain the benefits of the research and intellectual property, as well as the developments achieved from the venture that could potentially have use in both L'Oréal's and Nestlé's respective fields.

Addressing the issue of job losses, L'Oréal and Nestlé said they "are committed to review all employment opportunities within their groups for all employees of Innéov. This project is being submitted for information/consultation to employee representatives according to the regulations of each country concerned."

Shareholders invest in Jumia

Africa's largest e-commerce company, Jumia, has received €120m following a new round of investments. The investments were made by the company's existing shareholders and bring Jumia's post-money valuation up from €212.5m to €445m.

Jumia sells a range of consumer products including health and beauty skus. Beauty brands on offer include Khuraira, Maybelline, House of Tara, Elf and Sacred Beauty, among many others. It also retails fragrances.

Jeremy Hodara, co-CEO of Africa Internet Group (AIG), which develops internet businesses on the African continent and is Jumia's partner, said: "We are very pleased to have been given this show of confidence, which acknowledges Jumia's success. We consider this a recognition of the huge potential of e-commerce in Africa and the strong momentum of Jumia across the continent."

Jumia started business in a garage in Lagos, Nigeria, in 2012, but has grown into a successful business with its own logistics infrastructure – an entire warehouse near the city – as well as its own fleet of delivery drivers that can deliver products within a day. "For us, the key to success is to build trust. Our customers expect the same quality of service as anywhere else in the world. We have built up our own infrastructure to achieve this high level of service. Now, with these new investments, we will continue to grow rapidly and consolidate our leading position," said Sacha Poignonnec, co-CEO of Africa Internet Group.

As a sign of just how well the retailer is doing, it has more than doubled the amount of sales processed through its mobile and desktop applications in 2014. Jumia employs over 1,500 people across ten countries.

\$4.38bn compared to \$4.44bn predicted by Wall Street. Like several other companies, Colgate has made headlines due to the worry over triclosan, used in a number of cosmetics products including toothpaste brands such as Colgate Total. Triclosan was approved by the US

Food and Drug Administration, but has been linked to cancer. Colgate has said the ingredient would only be a concern if used in large amounts.

Johnson & Johnson and Avon have both taken moves to cut triclosan from their ingredient lists (*see p7 for more*).

ASIA FOCUS

China's new online sales rules

China's Food and Drug Administration has released new rules covering online cosmetics sales amid the rising number of complaints about false advertising claims.

Online shopping has become a way of life for millions of urban residents in China. According to McKinsey, e-commerce is central to the behaviour of many consumers in third-tier cities because often they cannot buy premium or imported brands from nearby shops. As a consequence, these shoppers go online.

The online cosmetics business, in particular, has undergone rapid development in recent years. By 2015, e-commerce transactions in China are projected to hit USD\$540bn, or approximately 10% of total retail transactions, and by 2020 China's e-commerce market is forecasted to be larger than those of the US, Britain, Japan, Germany and France combined.

Rising incomes and changing aspirations are both drivers for growth, but online also gains because the price of cosmetics sold here is often cheaper. As online cosmetics sales have grown, so too have the number of complaints from shoppers. These include complaints about false claims made for products, the supply of products different from those ordered and also of fake products.

The issues of product quality and misleading advertisements for cosmetics sold online prompted the China Food and Drug Administration to publish a draft regulation on 15 November. The regulation requires online sellers to provide adequate laboratory and evaluation data for the advertised effects of their products.

Moreover, online shopping website operators will be required to compensate consumers themselves if they cannot provide the identity and contact information of the cosmetic seller to the consumer once complaints occur.

Shiseido and Kanebo set to expand business across Asia

Japan's economy has slumped into recession again, the deflationary spiral has restarted and consumers are closing their purses. Companies looking for growth can only intensify efforts overseas or bank on tourist trade seeing them through.

While benefiting from the Chinese shopping spree at home, Shiseido and Kanebo Cosmetics are both hoping to expand business in Asia. Rather than targeting the region's affluent consumers, both are targeting the growing market for low-cost cosmetics for men and women among the rising middle class.

Although Kanebo's recent business performance in Japan has been overshadowed by the massive recall of skin whitening products last year, that problem has had little effect on the company's reputation or business elsewhere.

Within two years, Kanebo hopes to double the number of stores in Asia that sell its Kate brand, which includes eyeshadow and lipstick specially formulated for Asian markets. The brand is currently sold in 2,000 stores in ten countries and regions across Asia. Products are priced at just under JPY1,000, about 30-40% cheaper than Kanebo's standard international product line-up.

Shiseido is bringing its Za MEN brand of cosmetics for men to Singapore and Indonesia before the year ends. The brand was recently released in seven Asian countries and regions including India and China. In China, its facial cleanser costs around JPY500 and its moisturiser around JPY800. The company expects sales, based on shipments, of around JPY2bn within three years.

Alliance Boots buys Soap & Glory

Skin care and colour cosmetics brand Soap & Glory has been acquired by retail conglomerate Alliance Boots.

The British brand was founded by beauty entrepreneur Marcia Kilgore in 2006, who is also behind footwear brand Fitflop and spa brand Bliss.

Since its launch, Alliance Boots has been Soap & Glory's long-term commercial partner, providing brand-building distribution.

In a joint statement, Alliance Boots and Soap & Glory said: "In 2011, Alliance Boots became a minority shareholder in Soap & Glory and the proceeds from that transaction were used to further accelerate the growth of the brand. Alliance Boots has effected the full acquisition of the company through the exercise of a pre-existing call right; the consideration has not been disclosed. Ms Kilgore is now no longer associated with the company.

"Following the acquisition, Soap & Glory will operate as a stand-alone brand within Alliance Boots' new Global Brands division, led by Ken Murphy. Alliance Boots intends to maintain the company's strong identity as an indie brand with an entrepreneurial culture."

Soap & Glory is not the first brand Kilgore has sold: the entrepreneur handed Bliss over to LVMH in 2004 for a reported \$25m.

Today Soap & Glory sells a myriad of products with tongue-in-cheek packaging and product names, such as its Sexy Mother Pucker lip plumping gloss.

High Court to rule on animal testing

In a few weeks, a judgement is expected from London's High Court concerning a judicial review on animal testing legislation brought by the European Federation for Cosmetic Ingredients (EFfCI) – a trade association that represents more than 100 speciality chemical producers who supply ingredients to cosmetics manufacturers.

The review calls for EU cosmetics companies to use results from new cosmetic tests on animals conducted in non-EU countries, in order to meet non-EU regulations. However the review was met with hostility from animal rights

activists and organisations including the Humane Society International (HSI). In particular, HSI said the move would undermine EU legislation banning the sale of ingredients tested on animals after 11 March 2013 and would mean that no animal testing would actually be prohibited.

Emily McIvor, Policy Director for HSI's #BeCrueltyFree campaign, said: "The cosmetics industry's legal challenge on the EU's historic cosmetics animal testing ban is self-serving and greedy. Consumers will be outraged that industry is trying to undermine this world-leading ban that says subjecting rabbits and other animals to painful and lethal testing for cosmetics is unacceptable, no matter where in the world it takes place. We urge the Court to reject industry's case and uphold the EU ban on cosmetics cruelty."

It is unknown whether EFFCI was acting alone or whether any of its members are behind the legal challenge. The EFFCI's associate members include BACS Personal Care Group, which represent around 120 members including Marks & Spencer and The Co-operative Group, both cruelty-free certified under the Leaping Bunny standard.

HSI estimates between 100,000-200,000 rabbits, guinea pigs, mice and other animals are subjected each year to cosmetics tests globally. Currently, animal testing and the sale of cosmetics tested on animals is outlawed throughout the 28 countries of the EU, EFTA States, Israel and India.

Reckitt Benckiser downgraded

Clearasil, Veet and Scholl owner Reckitt Benckiser has seen its shares lose steam recently, down to under £52 (at the end of November), losing around 3%.

Broker Charles Stanley recently cut the stock to a Hold rating, while several other analysts have rated the stock as Sell, although the gloom is balanced by positive ratings also.

Reckitt's proposed demerger of its pharma businesses, re-branded Indivior, has piled on some pressure. Its Suboxone heroin substitute has also drawn unflattering attention on patent protection concern. A recent research

INTERVIEW

Michelle Sutton, co-founder, Butterflies Healthcare Ltd

Eyeing up the opportunities

Butterflies Healthcare was founded by husband and wife team James and Michelle Sutton in 2006. As well as a number of eye health brands, the company also distributes Eye Care Cosmetics – colour products specifically for sensitive or dry eyes. Michelle talks to *Cosmetic News Weekly*

When did you start distributing Eye Care Cosmetics and why?

Before we became the official distributors, women were happy to wait six months for a mascara, so we knew there must be something worth waiting for. As anyone knows who has suffered the pain and discomfort of sore, dry eyes or the blotches of sensitive skin, finding a suitable cosmetics range brings huge relief.

What is your best-selling product and why do you think it is so popular?

Our best-selling product by far is the High Tolerance Mascara. It was the first mascara launched in the range over 30 years ago, so it has a loyal and historical following of women who are sensitive to mascara as well as contact lens wearers.

What regions do you currently retail in and are you looking to expand?

At the moment, we distribute throughout the UK via opticians and online through our website and the Amazon beauty store. The range is distributed in 35 countries and recommended by dermatologists, ophthalmologists and allergy specialists. We are looking to expand our optical stockists as many women are still avoiding make-up, unaware that a solution is available. We encourage women to ask their optician to contact us to become stockists, as we have no minimum order value.

How do Eye Care Cosmetics' ingredient lists differ to others on the market?

The Eye Care Cosmetics range is designed to be as free from as many chemical or irritating ingredients as possible including nickel, chrome, SLS, cobalt, resin formaldehyde, lanolin and retinol [among others]. The key ingredients that promote eye health are those that are ph-balanced, isotonic or from natural sources, such as beeswax, propolis extract and peach leaf extract.

What eye product or ingredients trends have you observed recently?

High performance mascara launches seem to dominate this area, with lash lengthening and volume being the key attributes desired by women, closely followed by non-clumping, flake-proof and smudge-proof formulas.

note from Credit Suisse said: "A second branded competitor for Suboxone and two more generic competitors as well will likely lead to sharp falls in price and market share for Suboxone in 2015 and 2016." The most price sensitive clients – Managed Care and Cash payers – make up 25-30% of Suboxone revenues. "We assume these are mostly lost," added Credit Suisse. The point of demerging its pharma arm is to allow Reckitt to focus on its core hygiene and health

brands. Meanwhile, Reckitt claimed Indivior still has a pipeline of new products en route, including treatments for cocaine overdose and alcohol abuse. Such products may be helped if there is more emphasis on disease treatments rather than punishment, Indivior Chief Executive Shaun Thaxter said.

Meanwhile, Reckitt earnings, like many other British FTSE 100 heavyweights, have taken a hit from the strong pound and slow European sales.

Clariant achieves Cosmetics GMP certification for all facilities

Chemicals company Clariant has announced that it has successfully completed both global ISO 22716 and EffCI Cosmetics Good Manufacturing Practice (GMP) for all 22 of its dedicated personal care ingredients sites, including core-toll manufacturers.

The certification achievement is in line with the company's commitment to offer globally-consistent products and processes to customers in the personal care industry, it said.

The ISO 22716: 2007 Cosmetics GMP and EffCI GMP Standard for Cosmetics Ingredients 2005 ensure deliverance of high quality products and production standards for the beauty and personal care sectors, and fulfil EU guidelines for the production of these products.

The certifications are awarded by SQS, the Swiss Association for Quality Management Systems.

All of Clariant's facilities serving the personal care sector are included within the accreditation. The sites are located in Argentina, Brazil, China, France, Germany, India, Indonesia, Japan, Mexico, Turkey, Singapore, Spain, Switzerland and the US.

"The achievement supports Clariant in providing the assurance we want to give our customers for the innovative and sustainable formulation ingredients and solutions we offer," commented Ralf Zerrer, Global Head of Strategic Marketing, Industrial and Consumer Specialties at Clariant.

Clondalkin launches new coding shrink sleeve option

Flexible packaging solutions provider Clondalkin has launched a shrink sleeve incorporating a unique code.

Printed on the inside of the shrink sleeve using an innovative technique, the code is only revealed when the sleeve is peeled back.

According to Clondalkin, it is the ideal solution for product competitions and is already used successfully on its pre-cut lids.

Each shrink sleeve offers a 360-degree print area and features its own individual code, which can be made up of a series of numbers and characters depending on requirements.

Martin Hardman, Sales and Marketing Director of Clondalkin Flexible Packaging Bury, said: "Following the success we've had with unique coding on our pre-cut lids we decided to turn our attention to shrink sleeves and see how we could apply the same technique.

"We're very pleased with this latest innovation as it will provide customers with added value for very little extra cost. Customers are always looking to differentiate their products from the competition and market them in new ways, and this new technology will enable them to do so."

BREAKING NEWS – from January 2015 we're improving your subscription

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Lonza brightens with ReGeniStem

Ingredients supplier Lonza has launched ReGeniStem Brightening, a brightening skin care solution.

Billed as a next-generation biotech active, ReGeniStem Brightening is designed to target skin imperfections including under-eye circles and to help improve overall skin tone. It is derived from the meristematic stem cells of licorice and is oil soluble.

Results from Lonza's *in vitro* efficacy studies prompted further evaluation of ReGeniStem Brightening in an *in vivo* panel study.

"Our *in vivo* study resulted in a 2% improvement in skin brightening over baseline after 60 days," said Philip Ludwig, Manager for Global Product Development and Applications at Lonza Consumer Care. "The effects of ReGeniStem Brightening are prominent and the results of the study show the active improving the overall skin tone with lighter and more balanced skin, which was measured via a Vaestro Image Analysis Toolkit."

Silab fights environmental damage with Epigenomyl

A significant percentage (80%) of skin ageing is linked to our environment.

Epigenomyl, the latest anti-ageing active from Silab, has been developed to help counter negative environmental effects on the epigenome.

The calundula flower-derived active boosts the mechanisms involved in epigenetic regulation – the modification of histones (H3K9 and H2AX) and miRNA expression.

Epigenomyl also works to normalise procollagen I synthesis and preserve the organisation of elastin and fibrillin I fibres.

Rich in oligosaccharides, Epigenomyl smoothes the skin's microrelief, reduces wrinkles and improves skin tone.

A 42-day *in vivo* test, in which an emulsion containing 3% Epigenomyl was applied twice a day, found the ingredient improved perceived age in all testers by an average of three years.

Silab creates, manufactures and sells active ingredients, and launches several innovative products yearly.

ACI issues triclosan rebuttal

According to the American Cleaning Institute (ACI), summaries of a recent study on the antibacterial ingredient triclosan by the University of California San Diego School of Medicine (UCSD) "grossly misrepresent what the research actually found".

In the study, UCSD researchers discovered a link between triclosan and cancer in mice. The researchers say the substance could cause liver toxicity in humans.

Independent scientists at the UK-based Science Media Centre also took issue with some of the study's conclusions published in the *Proceedings of the National Academy of Sciences*, which claim that triclosan could negatively affect human health.

"The fact is, overdosing mice with triclosan at levels they would never likely come in contact with does not represent a realistic circumstance for humans," said Dr Paul DeLeo, ACI Associate Vice President of Environmental Safety. "We've known for decades that the mouse is not a good model for human risk assessment of triclosan," he added.

Independent reviews from the Science Media Centre of the UCSD study refute claims that the paper proves triclosan use promotes tumor growth in humans.

Dr Oliver A H Jones, Lecturer in Analytical Chemistry at RMIT University Melbourne, added: "The results of this study are certainly interesting but I do not think they are a cause for concern for human health.

He added: "The mice used in the study were primed with a tumor promoting chemical before being exposed to triclosan (which humans would not be) and the concentrations of triclosan used were much higher than those found in the environment."

DeLeo concluded: "Consumers need to know that ingredients like triclosan have been extensively researched, reviewed and regulated for decades. Antibacterial soaps continue to play an important role in everyday hand washing routines in homes and hospitals alike."

Seppic offers melanin boost

Active cosmetics ingredient supplier Seppic has launched what it describes as the first pro-pigmenting agent, which naturally increases the production of melanin in skin without the sun.

Sepisun Flash comes in liquid form. It is said to be easily incorporated into all types of face and body care products to provide a bronzed effect throughout the year.

The effectiveness of Sepisun Flash was demonstrated on a panel of 20 volunteers when it was shown to provide three benefits: a sun-free healthy look, a flash sun booster effect and an extended suntan effect. It is made from vegetable raw materials and complies with the principles of green chemistry.

Induchem whitens with beads

Induchem issued a new generation of active beads during in-cosmetics Asia 2014 in Bangkok, which claim to instantly whiten and smooth skin imperfections in five seconds.

Flashwhite Unispheres comprise pure whitening pigment (titanium dioxide) combined with vitamin C-rich cucumber and lemon extracts, which are said to

prolong the lightening action. The beads are virtually insoluble in water, oils and all other common formats, and are suitable for gels, creams, serums, essences or lotions.

Induchem said this new generation of Unispheres not only enhances the visual attractiveness of a product, but also instantly brightens the complexion and evens the user's skin tone.

New space for Dufry in Brazil

Dufry has signed a duty free concession contract to retail at Tom Jobim International Airport in Rio de Janeiro, Brazil. The contract, signed with RIOgaleão, gives Dufry the rights to operate duty free retail until 2020 at the airport. Dufry already operates six duty free shops in the airport, four in departures and two in arrivals, totalling 4,000sqm. The new agreement will see Dufry double its retail area to 8,000sqm from March 2016, by which time RIOgaleão will have completed its airport refurbishment and remodelling plans; until then Dufry will operate within the existing retail space.

Tom Jobim International Airport is the second largest airport in the country and saw 17 million passengers walk through its doors in 2013, of which 4 million were international. The airport is operated by a consortium led by Changi, Odebrecht and Infraero since August 2014. The airport is undergoing improvements ahead of the 2016 Olympic Games.

CFAO to distribute L'Occitane en Provence in African stores

Brand distributor CFAO has announced the launch of a new network of brands in Africa that aims to spearhead the continent's growth. The network includes French beauty brand L'Occitane en Provence.

CFAO will operate the sales outlets of the new partners under exclusive agreements including franchises, brand and distribution concessions, and distribution agreements. Other brands in the new network so far include La Grande Récré, Cache Cache, Bonobo and Kaporal.

The network will eventually include around 20 brands with sales outlets in eight shopping centres in African countries including: Cameroon, Congo, Côte d'Ivoire, Democratic Republic of the Congo, Gabon, Ghana and Nigeria.

Xavier Desjobert, Chief Executive Officer of CFAO Retail, said: "CFAO acts as a catalyst for the development of international brands in Africa and as a springboard for brands that view the continent as a real growth lever. With our experience and our approach to consumption in Africa, we give them access to a high-growth market." CFAO is due to open its first shopping center in Abidjan, Côte d'Ivoire, in the second half of 2015.

The African middle class is expanding rapidly; seven of the ten countries to experience the strongest growth between 2011 and 2015 are forecast to be in Africa, according to IMF. In sectors related to services and consumption, revenue is expected to increase by between 4-5% per year by 2020, according to McKinsey, while the number of households bringing home annual revenue of more than US\$5,000 is likely to rise to 130 million compared with 85 million.

The main Lotte duty free shop recorded sales of KRW1.2trillion last year. "We need to open more duty free shops as the current downtown stores are stretched to capacity due to a surge in tourists," said a ministry official.

Christmas shoppers plan ahead

Christmas shopping is often at the forefront of people's minds in the run up to the festive season, but this year consumers in the UK are predicted to plan their purchases earlier than usual.

The prediction has been made by retail information specialist Verdict. The results found 25% of UK shoppers are planning to make Christmas purchases earlier this year compared with 2013.

The survey predicts that shoppers will hand over an extra £2.3bn this year, compared with 2013 – a rise of 2.6%, reaching £90.7bn. Specifically, it is expected shoppers will spend £53.6bn on non-food items, which would include cosmetics and personal care products.

In particular, online retailing will play a key role this year, making up £13bn of sales, with the click & collect category accounting for £1.6bn of online sales.

Japanese drugstore targets tourists

Matsumotokiyoshi Holdings, Japan's largest drugstore operator, plans to open 20 duty free drugstores aimed at foreign shoppers visiting Japan.

The stores will take advantage of a new tax exemption on over-the-counter medicines and cosmetics, which came into force this October.

Matsumotokiyoshi is due to start opening the stores in airports and malls next spring, and hopes to have them all operating by March 2016.

As well as brand names, the stores will offer the company's own-brands, which are usually 20-30% cheaper than branded products. Matsumotokiyoshi hopes sales from travellers will double to JPY20bn per year.

The move is part of a plan to defend the company's position as drugstore leader against Japan's Aeon group.

Matsumotokiyoshi is also planning to unveil budget stores in suburban areas, aiming to open up to 100 budget stores by the end of fiscal 2015.

Duty free to overtake door-to-door

Duty free shops might become the top sales channel for cosmetics in South Korea, overtaking door-to-door sales, said Seoul's KDB Daewoo Securities.

Up to seven new duty free stores are due to open in Seoul, Busan and Jeju next year. Duty free space will also be expanded at Seoul's Incheon Airport.

Before the Chinese influx, door-to-door accounted for about 23% of cosmetics sales: now the government is to license at least two new duty free shop operators in Seoul to meet demand. There are already six large duty free shops in downtown Seoul, run by Lotte, Shilla and Dongwha, which make about KRW2.5trillion in annual sales.

MAC teams up with Giambattista

MAC Cosmetics is to collaborate with Italian fashion designer Giambattista Valli on a collection of lipsticks, due to release in 2015.

There will be five colours in the range: mandarin orange, pale pink, peony pink, rosy red and cherry (matched to a single cherry that Valli showed the MAC team for reference). MAC's usual black packaging has been replaced by coloured tubes that match the colour of the bullet, making them easy to distinguish. The lipsticks are matte in texture and there is also a lipgloss. MAC announced the deal on its Instagram page. "The best thing about make-up is that a lipstick can really change your look," Valli told *Vogue*.

"If you never wear colour on your lips and then one day you wear red, everyone just goes 'wow!'.

"I made these for a woman with personality, a woman who lives her life and isn't afraid to wear colour and isn't afraid to kiss!"

Mythology keeps inspiring Versace

Versace has launched a new fragrance Eros Pour Femme.

The scent is a floral, woody, musky fragrance featuring top notes of Sicilian lemon, Calabrian bergamot and pomegranate; heart notes of lemon flower, sambac jasmine absolute, jasmine infusion and peony; and base notes of sandalwood, ambrox, musk and sensual woods.

The bottle is designed with the mythological code of the Versace DNA: a gold Medusa and Greek key are engraved on the bottle, with the Medusa repeated on the top of the cap. It comes in a deluxe coffret with an elegant drawer opening.

The accompanying ad campaign stars models Lara Stone and Brian Shimansky. The scent retails from £50 at EuroItalia and www.uk.versace.com.

Santa Eulalia debuts fragrance line

Barcelona-based fashion boutique Santa Eulalia, named after the patron saint of Barcelona, is launching its first fragrances.

Each scent comes presented in a 'treasure box' created by graphic designer

Olay peps up tired-looking skin

Skin care brand Olay is introducing two new products to its brightening Regenerist Luminous line. The products are designed to help re-energise skin's appearance and restore its natural luminosity.

Olay scientists were inspired by the smooth surface and multi-layered 3D structure of pearls and, according to the brand, have reapplied this principle to skin care, attempting to create a translucent, even texture on the surface of the skin, ensuring colour and tone are evenly distributed and skin reflects light efficiently.

The new products, Skin Tone Perfecting Serum and Brightening & Protecting SPF 20 Moisturiser, provide the skin with noticeable hydration and a bright, refreshed look. This is due to the formulas, which have been developed to mitigate the effects of internal and external bioenergy drainers on skin tone, said the brand.

Skin Tone Perfecting Serum is a concentrated serum for targeted use. It has two active ingredients: Sepiwhite is a tone-fighting active to manage the production of excess melanin, which can lead to dark spots; and niacinamide works by reducing visible signs of excess melanin at the surface by increasing cell turnover.

Brightening & Protecting SPF 20 Moisturiser is a broad spectrum, lightweight, fast-absorbing daily moisturiser. It contains NAG (N-acetyl glucosamine) and niacinamide, which have been shown to reduce excess melanin production *in vitro*. The moisturiser helps fade the appearance of dark spots to reveal a more even skin tone. Both products will be available exclusively at Boots stores in the UK from January 2015, each priced at £29.99.

Louboutin dazzles with polish

Luxury shoe designer Christian Louboutin is to release Starlight, a luxury edition of his signature red nail polish, Rouge Louboutin, which launched in the summer.

Louboutin will only produce 1,000 Starlight skus, at €600 a bottle. The normal edition costs \$50.

The 20.5cm-long black cap of Starlight has been adorned with 1,500 two-tone, hand-glued Strass crystals. Crystals have also been attached to two cut-out flowers in red leather, which are fixed to the glossy black box and echo the design of the company's Pensamoi (Think of Me) sandals from the winter 2014 collection.

The company claims its super-glossy formula delivers 20 layers worth of traditional lacquer in just two coats. The cap design comes in shades of silver, pewter and gold, and echoes the heel of Louboutin's Ballerina Ultima, the highest heel created by the house, which was based on a calligraphy pen.

The nail polish is available from the Christian Louboutin website and selected stockists including Harrods, Harvey Nichols and Selfridges.

Mario Eskanazi. The first scent, Citric, has fresh fruit and citrus notes with a floral bouquet representing the 'sunny Catalan climate'. The heart is composed of green mandarin, lemon, artemisia, verbena, cardamom, black pepper and bergamot.

Marinis is composed to smell like the Mediterranean sea, with accords of sea-water, pink grape, mint, patchouli, bay leaf, cedar and lemon.

Obscuro signifies 'the dark side of Barcelona', composed of incense, anise, saffron, Peruvian balsam, leather and raw amber. Finally, Albis evokes 'an early morning breeze', with notes of perfumed flowers, valerian, vanilla, sandalwood, orchid, jasmine and lily of the valley. The collection will be available in December at Liberty London, and each fragrance will be priced at £98 for a 75ml edp.

Marionnaud soaks and scents

French perfumery chain Marionnaud has launched a new private-label bath range, Marionnaud Bain. The range, currently 50 skus strong, comprises soaps, gels and body lotions, and features retro-style packaging inspired by traditional perfumerie.

There are three scents in the range, all of which are identified by numbers signifying the number of tests it took to obtain the right fragrance: 49 Rose Sensuelle has notes of rose, white peony, violet and purple freesia; 21 Grenade Passion (pomegranate and passionfruit) has head notes of pomegranate and blackberry, heart notes of freesia and peony, and base notes of vanilla and white musk; and 09 Fraîche Infusion has citrus, fruity and spicy head notes; heart notes of jasmine, freesia and green tea and base notes of cedar and musk. Two other scents, 35 Mango Sunrise and 63 Candy Gourmand, are due to follow.

All the fragrances were created by perfumer Fabrice Pellegrin of Firmenich. To promote the range, Marionnaud is featuring an interview with Pellegrin on its website, explaining how the collaboration came about and how the fragrances were decided upon.

Pricing is modest, at €7.90 for a 250ml bath and shower gel and €10.90 for a 250ml milky bath oil. The range is available from Marionnaud stores across France.

Brinkley debuts skin care line

In March 2015, ex-model Christie Brinkley will launch a new skin care line, Christie Brinkley Authentic Skincare. The collection comprises eight vegan and environmentally-friendly products, developed in collaboration with dermatologist Doris Day under the aegis of the Atlantic Coast Media Group. They will launch firstly on HSN and www.hsn.com, before rolling out to Kohl's stores across the US.

The range includes: Complete Clarity Facial Cleansing Wash (\$22.95 for 90ml); Recapture Day + IR Defense Anti-Aging Day Cream (\$69.95 for 50ml); Recapture 360 Night Anti-Aging Night Treatment (\$69.95 for 50ml); Complete Clarity Daily Facial Exfoliating Polish (\$22.95 for 90ml); Refocus Eye + IR Defense Serum Infusion Eye Treatment (\$59.95 for 15ml); Uplift + IR Defense Firming Neck & Décolleté Treatment (\$69.95 for 50ml); Close Up Instant Wrinkle Reducer & Treatment, (\$69.95 for 10ml); and Close Up + IR Defense Skin Smoothing Primer Serum (\$49.95 for 30ml). The products contain a complex called Bio-Copper, which is said to revitalise the skin.

The products provide broad-spectrum UVA and UVB protection. Last year, Brinkley also produced a range of clip-in hair extensions called Hair 2 Wear.

seaweed harvested by hand on the île de Molène. It is normally found only in exclusive spas such as Chalet Zannier in the Megève and the Mandarin Oriental in Barcelona. The products are certified as organic by Cosmebio.

Clinique's new take on elixir

Clinique has introduced Aromatics in White, a new iteration of its Aromatics Elixir fragrance.

Described as a 'confident interplay of serene woods, transparent petals and warm amber notes', the scent opens with violet leaf accord, cistus and sichuan pepper; has a heart of rose water essential blended with orange flower and patchouli heart; and finishes with notes of amber gris, skin musk and benzoin.

The scent launched exclusively in Selfridges stores at £50 on 5 December.

bareMinerals goes on a detox

Launching in time for the annual January health kick, bareMinerals is introducing The 7-Day Skin Detox Mineral Brightening Peel, a seven-day course of tailored peels designed to bring back youthful clarity and vitality to skin that is lacking a little lustre.

Each daily vial addresses the needs of skin and builds on the benefits of the day before to detoxify, reinvigorate and fortify.

Each formula includes the brand's ActiveSoil Complex, containing a high concentration of targeted ingredients, including exfoliating acids and potent hydrators to reinforce the skin's support network and deliver visible results, according to the brand.

A cotton pad should be saturated with the daily dose and applied to clean skin. The kit will be priced at £59.

Hand Chemistry branches out

Nail and hand cream brand Hand Chemistry has launched a new product for the body.

The new multi-vitamin dry body oil, Retin-Oil, is said to help reduce scars, stretch marks, ageing and dehydrated skin. It also contains vitamin C to increase collagen production and reduce the effects of sun induced ageing.

Retin-Oil costs £20 for 100ml and is available from www.handchemistry.com.

Ymalia boxes the spa experience

On 5 December, French beauty box company Ma Boîte à Beauté and luxury organic spa brand Ymalia launched a new single-brand box.

Ma Boîte à Beauté spokesperson Caroline Mirkovic said: "Besides our multi-brand box, we wanted to provide this first luxury box like a real at-home treatment worthy of the best spas."

Usually, the company's boxes, which come out every two months, contain

around seven products and cost €32.90. In contrast, the Ymalia box costs €79.90 and is limited edition. It contains Ymalia isotonic micellary water mist, a jar of heatable towels, tissues and a booklet outlining how to do the treatment. The isotonic water alone normally costs €70.

Ymalia was founded by sophrologist Maryse de Wever in early 2013. The brand offers a concise range of luxury organic products costing from €70-€230, based on isotonic sea water, floral water and

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We track the latest beauty news in 140 characters

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@SaferChemicals

Here are the 5 most commonly found toxic chemicals in your beauty products: on-msn.com/1uLhJel

Facebook cuts promo posts

Social media giant Facebook has announced a change to its news feed algorithm, which will reduce the number of posts deemed "overly promotional" from pages on the network.

Today, most cosmetic brands and retailers have pages on Facebook, as well as a growing number of salons and beauty service-related businesses. Currently, if a Facebook user 'likes' a brand's page, promotional posts will automatically dripfeed onto their timeline, highlighting deals or marketing new products. However, with the new algorithm, the frequency of these posts will be reduced.

In particular, Facebook explained it would reduce the number of posts that solely push people to buy a product or install an app, posts that push people to enter promotions and sweepstakes with no real context and posts that reuse the exact same content from ads. The change is due to take effect in January 2015.

Website tactics for retailers

Online shopping over Christmas and the new year is a major opportunity for retailers, but they need to focus on three key areas when it comes to their websites: easy navigation, mobile compatibility and attractive delivery options, including free delivery.

In an interview with *Harper's Bazaar*, Euromonitor consumer trends analyst Daphne Kasriel-Alexander said with global consumer interest in online shopping on the rise, retailers will have to up their game in order to keep consumers interested.

"Brands that offer the best customer journeys, with personalised online presence that merges smoothly with the high street stores, will appeal to customers," she said.

Now that around 20% of transactions take place via mobile – at least in countries such as the UK – mobile-friendliness is also crucial, Kasriel-Alexander added, as customers struggling with a poor mobile version of the website will quickly give up.

Expensive delivery charges are another way to lose sales, she added, noting that several surveys have found high delivery costs to be a major reason for customers to abandon a purchase.

Research published in Washington in 2012 even suggested that returns should be free of charge, as customers who return goods have a higher repurchase rate than non-returns.

FBC markets Leigh Valentine

FBC Holding, an international product and development company, is to oversee the sales and marketing of Leigh Valentine Beauty's entire product line. FBC announced it plans to start with an immediate investment in the company's infrastructure, website and inventory, while it will also update Leigh Valentine Beauty's social marketing strategies and web presence with an overhaul of its website design and social networking channels.

Leigh Valentine Beauty was launched by Leigh Valentine in 1998, who is now the company's CEO. It is well-known for its anti-ageing product line, the Non-Surgical Face Lift Kit. Over the past ten years, the company has generated over \$300m in sales through QVC and direct-to-television marketing campaigns.

The deal falls in line with FBC's wider strategy to expand into the health and beauty product sector. In September, FBC launched another health and beauty line with its new holding, COCO-AMO.

10 DECEMBER

THE AVANT INSTITUTE SYMPOSIUM

Venue: Bridgewater, New Jersey
www.ashland.com/avant-institute

10-11 DECEMBER

COSMEETING BUSINESS MEETINGS MIDDLE EAST 2014

Venue: Abu-Dhabi, UAE
Email: cosmeeting@cosmeeting.com
www.me.cosmeeting.com

15-16 JANUARY

COSMETAGORA 2015

Venue: Paris, France
Email: contact@sfcosmeto.org
www.cosmetagora.com

4-5 FEBRUARY

PCD CONGRESS 2015

Venue: Paris, France
Email: congress@oriex.fr
www.pcd-congress.com

4-5 FEBRUARY

AEROSOL & DISPENSING FORUM

Venue: Paris, France
Email: congress@oriex.fr
www.aerosol-forum.com

25-26 FEBRUARY

PACKAGING INNOVATIONS 2015

Venue: Birmingham, UK
www.easyfairs.com

12-14 MARCH

PCHi 2015

Venue: Guangdong, China
Email: pchi@reedsinopharm.com
www.pchi-china.com

20-23 MARCH

COSMOPROF BOLOGNA 2015

Venue: Bologna, Italy
Email: sogecos@cosmoprof.it
www.cosmoprof.com

24-25 MARCH

MAKING COSMETICS UK 2015

Venue: Coventry, UK
Email: makingcosmetics@stepex.com
www.making-cosmetics.com

14-16 APRIL

IN-COSMETICS BARCELONA 2015

Venue: Barcelona, Spain
Email: incos.helpline@reedexpo.co.uk
www.in-cosmetics.com

16-18 APRIL

INTERCHARM PROFESSIONAL 2015

Venue: Moscow, Russia
Email: intercharm@reedexpo.ru
www.intercharm.ru/en

19-21 MAY

CHINA BEAUTY EXPO 2015

Venue: Shanghai, China
Email: infos@beyondbeautyevents.com

9-10 JUNE

SUN PROTECTION CONFERENCE

Venue: London, UK
Email: info@summitevents.com

15-16 JUNE

IN-COSMETICS KOREA

Venue: Seoul, Korea
Email: dijana.pejovic@reedexpo.co.uk
www.reedexpo.com

16-17 SEPTEMBER

MAKEUP IN NEW YORK 2015

Venue: New York, US
Email: contact@makeup-in-newyork.com

15-16 JUNE

IN-COSMETICS BRASIL 2015

Venue: Sao Paulo, Brazil
Email: incosteam@reedexpo.co.uk
www.in-cosmeticsbrasil.com

21-24 OCTOBER

INTERCHARM 2015

Venue: Moscow, Russia
Email: intercharm@reedexpo.ru
www.intercharm.ru/en

13-14 JUNE 2016

WORLD PERFUMERY CONGRESS 2016

Venue: Miami, Florida
wpc.perfumerflavorist.com

SPOTLIGHT

Young men rival women in quest for perfect golden glow

While fake tan brands may have traditionally targeted their products at the female market, it appears that they would be missing a trick to continue with this strategy today.

A new report by Mintel has shown that men in the UK are dabbling in fake tan – a category worth an estimated £60m in 2014 – more than ever before.

Research showed that 27% of men aged 16 to 24 have used a self-tan product in the past year, while as many as 17% said they would use it again, compared with just 9% who said they would not repeat the experience.

Compared to their female counterparts, usage is only marginally lower among men: 29% of women aged 16-24 said they have used fake tan, while 24% of those aged 25-44 have used it.

And their quest for the perfect glow doesn't stop there. Over the last 12 months, 23% of men aged 16-24 said they have used a pre-tan accelerator and 21% have used a sunbed or tanning salon. Bringing tanning back home, around 12% have used a gradual tanning product – and would use it again – while 8% have used an oral tanning supplement.

Roshida Kahnem, Senior Personal Care Analyst at Mintel, said: "As stars from shows such as *The Only Way is Essex* popularise self-tans, and even in some cases launch their own ranges, self-tanning remains fashionable for young people.

High usage of self-tan products among young men suggests that they may be aspiring to recreate looks inspired by celebrities such as Mark Wright. With summer becoming a distant memory, and as the nation gears up for a wet winter, our research suggests that young men are looking to extend the summer look with a year round tan."

Kahnem added: "With self-tanning products traditionally associated with unnatural results, older people may be less willing to try it. Additionally, self-tanning products can be tricky to apply, which may make it difficult for older people who tend to have looser and less hydrated skin. Product innovations in self-tanning for older people, designed for looser skin, could make it more appealing to older people."

Looking at the wider self-tan category, on average 16% of UK consumers have used self-tan in the past 12 months, while 15% have used gradual tanning products. Meanwhile, 10% have used pre-tan accelerator and 10% have used tanning oil or lotion, without SPF. Still a comparatively niche sub-sector, only 7% claim to have used oral tanning supplements.

The research also shed light on parental attitudes to sun protection as a whole, with 42% of parents thinking children need more protection than adults.

Lucy Copp, London