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Organic beauty: time for a change in policy

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News that Clarins is to cease production of its organic beauty brand Kibio marks a blow for the organic beauty movement both in France and the wider C&T world. Whether the reason for the beauty brand's downfall was truly down to the positioning of the product in pharamacies, rather than more organic friendly retailers, or the general slowdown of the organic beauty sector in France remains to be seen.

One factor that is sure however, is that this is still a very fragmented and confusing market both for retailers and consumers.

According to research analyst Euromonitor International, the greenwashing and unsubstantiated sustainablity claims made by many brands has threatened the integrity of the sector and caused confusion for the customer. There is even confusion between the definition of natural and organic products, while differences in price points can add a further headache when deciding to go down the green beauty route.

Perhaps this year's Biofach organic trade show, which was held in Nuremburg last week will help bring some clarity to this situation. The event, billed as the world's organic trade fair also incorporates a dedicated health and beauty show, the only event of its kind.

At the show The Organic Trade Board (OTB) promoted the creation of a voluntary code, which both Trading Standards and the ASA in the UK could use as a yardstick to make cosmetic claims. This is a great idea in practice but it needs everyone to jump on board and support it if there is ever to be a clear decision and definition on the subject of organic beauty.

Brands like Kibio may have not cut it in the increasingly competitive world of C&T but there are many success stories. Indeed, according to The Soil Association, beauty brands that carry its organic certification standard are actually reporting an increase in sales, defying the analysts' predictions for this sector.

And in Asia, where the term 'organic beauty' is really only just taking off, there is an opportunity to do away with greenwashing and create a credible set of green credentials from the off. Brands like Melvita, Weleda and Jurlique are all enjoying phenomenal success in the region, some of which must be attributed to the clear, concise and credible communication of their natural and organic products.

The sad demise of Kibio should not put off would-be organic beauty entrepreneurs. There is still opportunity to grow and succeed in this sector but the infrastructure in which both brands and retailers operate must change in order for the organic market to have a chance to succeed.

Emma Reinhold

CosmeticNews Weekly

HPCi Media Limited
Unit 1, Vogans Mill Wharf, 17 Mill Street,
London SE1 2BZ, UK
tel: +44 20 7193 1279
e-mail: subscriptions@hpcimedia.com

Editor
Emma Reinhold
+44 207 193 1909
emmar@hpcimedia.com
Senior Reporter
Beatrix Hon
+44 207 193 8184
beatrixh@hpcimedia.com

Correspondents:
Argentina Muireann Prendergast
Australia & New Zealand Sarah de Castro
Brazil Sueli Ortega
Canada Marjo Johne
China Keith Crane
France Patricia Mansfield-Devine
Germany Annie Kruse
India Chitra Gopalak
Italy Corinne Blanché
Japan David Kilburn
Russia Eugene Gerden
South Africa Bambina Wise
Spain Lola Gavarrón
UK Imogen Matthews
US - East Coast Laura Klepacki
US - West Coast Kavita Daswani
Travel Retail Kevin Rozario

USA Sales Manager
Suzi Richardson
Tel: +1 305 461 0861
suzir@hpcimedia.com
Managing Director
Colin Bailey-Wood
+44 207 193 6066
colinbw@hpcimedia.com
Chairman
Michael Harrington
+44 207 193 1092
mikeh@hpcimedia.com

www.cosmeticnews.com

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US private equity company **Patriarch Partners LLC** has appointed **Lynn Tilton** as CEO for its portfolio companies **Stila Cosmetics** and **Jane Cosmetics**, effective immediately. Tilton, Patriarch's founder and CEO, led the acquisition of Stila and Jane Cosmetics in April and December of 2009, respectively.

Tilton will oversee the day to day global business for both brands, working with an executive leadership team including **Michael Hughes**, CFO; **Menal Parikh**, Chief Commercial Officer; **Cynthia Rapp**, Chief Marketing Officer; and **Jill Tomandl**, Chief Creative Officer.

Founded by make-up artist **Jeanine Lobell**, Stila was snapped up by Patriarch from **Sun Capital Partners**, who originally acquired the brand from **The Estée Lauder Companies** in 2006. Meanwhile, mass make-up brand Jane Cosmetics was sold by Estée Lauder to the newly formed **Jane & Company LLC** in 2004, before being bought by Patriarch five years later.

RETAIL

German perfumery chain **Douglas** has named **Dennis Schulze** as Chief Financial Officer. He succeeds **Burkhard Bamberger** and joins the company's management board alongside **Henning Kreke**, Douglas President and CEO; **Manfred Kroneder**, head of the Perfumeries Division; **Michael Busch**, head of Books; and **Nicholas Denissen**, head of E-Commerce.

Previously, Schulze worked at **Carlyle Group**, managing its operations in Germany, Austria and Switzerland.

BRAND PARTNERSHIPS

Nail care brand **Nicole by OPI** is launching a US wide promotion in partnership with food manufacturing giant **Kellogg Company**.

From April, the brand will release three nail lacquer shades that will be available to Kellogg's Special K cereal customers only. The nail varnishes, which include Challenge Red-y (red), Pros & Confidence (turquoise) and Be Ama-Zing! (pink), will be available for free to Special K shoppers who sign up for the brand's rewards program online.

"At our company, we always say that nail lacquer can change your look – and your outlook. In working with Kellogg's Special K, we hope to inspire and motivate women who are striving for beauty both inside and out," said **Suzi Weiss-Fischmann**, Nicole by OPI Executive VP and Artistic Director.

BRAND AMBASSADORS

Fashion and beauty blogger **Chiara Ferragni** has joined global hair care brand **Redken** (L'Oréal) as Global Fashion Ambassador.

Ferragni, who is known for her blog The Blonde Salad, will be covering the latest hair trends for Redken live from fashion weeks in New York, Milan and Paris. Readers will be able to follow Ferragni's updates via Instagram, Twitter and Redken's Facebook page.

French beauty brand **Chanel** has signed Brazilian supermodel **Gisele Bündchen** as celebrity ambassador. Bündchen will be the face of the brand's upcoming Les Beiges make-up line and was chosen for her "natural beauty, simplicity and healthy glow," according to Chanel.

Bündchen, who has previously starred in campaigns for **Max Factor** and **Dolce & Gabbana** fragrances, joins Chanel's growing roster of celebrity ambassadors including **Nicole Kidman, Audrey Tatou** and **Vanessa Paradis**.

British hair care brand **Charles Worthington** (PZ Cussons) has signed English actress **Alice Eve** as its new celebrity face and ambassador of its Salon at Home range. The move is in line with the brand's relaunch, which will see the Salon at Home line be relaunched in June.

"With the relaunch of the Charles Worthington brand and the new signing of Alice Eve as our campaign face, this is an exciting time for the brand. Alice Eve, a young, hot British actress living in LA, is the perfect fit for the brand and where it is headed so we're thrilled to be working with her," said **Michelle Feeney**, PZ Cussons Beauty CEO.

Clarins to axe Kibio brand

French organic beauty brand Kibio is being axed by the Clarins group four years after the latter took ownership. The brand will not be sold or transferred but will simply cease production this month.

Kibio, created in 2005 by Pierre Cabane and Laurent Potier, formerly of L'Oréal, was based on the Chinese idea of Qi or life force. Clarins began investing in the firm with a 10% stake of €3m in 2006 and moved to full ownership in 2010, when the organic market was growing at 20% per year.

Olivier Courtin-Clarins, the company's Director General, declined to say how much Clarins paid for Kibio at the time, but it is known that the brand did not do as well as expected and the market itself experienced a slow down. Kibio had sold direct (door to door) sales, a model with which Clarins had no experience, and Courtin-Clarins told CosmeticNews that the brand could not be kept afloat on pharmacy sales alone.

"The organic customers don't buy in pharmacies," he said. "We really tried with publicising the brand, but it was a failure. And you can't ask other parts of the group to support a part that's doing badly."

Clarins tried repeatedly to get Kibio accepted by organic distributors for sale in health food and organic shops, but was met with opposition. "They thought we were opportunists for buying an organic brand," said Courtin-Clarins, adding that studies have shown that other big firms have had the same problem with their organic brands.

"The brand wasn't forecast to be profitable in the long-term," he added. "We couldn't build enough customers in our markets of France, Belgium, Switzerland and Canada. Some women love organic products but others say 'no thank you'. There are women who love the Kibio brand, but not enough of them."

Courtin-Clarins said that research has shown that customers feel organic brands are actually less effective than non-organic and Clarins has no plans, at least for the present, to re-enter the organic market.

ASIA FOCUS

Sephora grows China footprint with largest ever store...

French perfumery giant Sephora has opened its largest ever flagship store in Shanghai, China. Located at the junction of Nanjing West Road – one of Shanghai's premier shopping streets – and Maoming Road, the Xiang Yang Sephora has 1,500m^2 of floor space on five levels and stocks 118 brands.

"This new store is representative of a strategy that has enabled us to become leaders in China. Its design embodies a rich and unique shopping experience in China based on a high quality and unusually innovative concept, offer and services," said Chris de Lapuente, Sephora's global CEO.

The store is Sephora's 133rd outlet in China since it entered the market in 2005. The retailer now has a presence in 47 cities, opening 25 new stores in 2012.

The ground floor of the Xiang Yang store comprises cosmetics and fragrance, while hair care and skin care – the main sales focus – are on the first floor. The second floor of the building is devoted to the Sephora Academy, which trains beauty consultants, while the top two floors house the corporate headquarters.

...as Asia remains 'untapped' for cosmeceuticals industry

New research has revealed that the cosmeceutical market continues to hold untapped potential in Asia, with countries including Japan, China and India poised to attract major beauty players in future. According to market research company RNCOS' recent *Global Cosmeceuticals Market Analysis* report, India and China, which both have large populations, remain largely unexplored by cosmeceutical brands.

Although relatively developed, the cosmeceutical market in Japan is also seeing continued growth, according to the report: "Japan has already made a niche mark in the global cosmetics market and its position in the cosmeceutical segment [having quasi drug status] is effectively improving." RNCOS estimates that between now and 2014, the global cosmeceutical market is anticipated to grow at a CAGR of over 9%.

Estée Lauder posts strong Q2

Estée Lauder Companies Inc. has announced a positive set of second quarter results for 2012, with net sales totalling $2.93bn, up 7% on last year's $2.74bn.

Net earnings for the quarter rose 13% to $447.5m, compared with $396.7m last year, while diluted net earnings per common share rose 13% to $1.13, compared with $1.00 in 2011. The results were delivered against a 10% local currency sales increase in Q2 2011 and continued softness in certain markets, particularly Southern Europe and Korea.

As Estée Lauder expected, growth in the global prestige beauty industry did slow from the prior year, however the company's performance was broad based, generating local currency sales gains in each of its geographic regions and major product categories; sales growth was solid in the US and certain developed countries, and strong overall in emerging markets.

Fabrizio Freda, President and CEO, said: "Our performance this quarter

MARKET TRENDS

Skin clarity found to create 'favourable first impression'

Tokyo advertising agency I&S BBDO has released findings of a research project to explore the role of skin transparency in people's perceptions of women. The project was undertaken in conjunction with Shiseido's White Lucent skin care brand.

The survey involved 207 men and women in their 20s and 30s living in the Tokyo metropolitan area. It was carried out through street interviews during December 2012. The results showed that first impressions of a woman are influenced by her skin clarity, among both men and women.

Respondents were shown almost identical photographs of a young woman. The pictures differed only in the appearance of the skin, which varied slightly in transparency/clarity. Respondents were asked their opinion of the age of the pictured woman. Pictures with the more transparent skin were consistently reckoned to be of a younger woman than the others. The mean age of the woman with transparent skin was 23.5 compared with an age of 35.1 for less transparent skin. The research concluded that skin transparency was a key factor for ladies in maintaining youthful appearance and also in creating favourable first impressions.

David Kilburn, Tokyo

Customer engagement with brands reaches new high

The latest consumer insights reveal that today's customers are more engaged with brands that ever before. According to a new study by US brand development company Anthem Worldwide, which questioned around 1,500 people from countries including the US, UK and China, the majority of consumers are keen to take advantage of the amount of information available to them to better understand both brands and products.

The survey revealed that 61% of UK consumers and 59% of Chinese consumers were more willing to engage with brands and use the data available to them. By comparison, US consumers were more balanced in their preference.

"One could argue that today's consumers are more engaged with brands than ever before. Some even create ads for brands, while others create movements that change company actions. At the same time, shoppers are now armed with and connected to more information, reviews and recommendations than in the past, making them savvy, engaged purchasers," said Kathy Oneto, Vice President, brand strategy, Anthem.

reflected the global appeal of our brands in all regions. These results demonstrate our ability to continue to grow, on top of the double-digit trends we generated in the prior year, even in the face of macro-economic headwinds and challenges in certain international countries. Organic sales growth for the quarter was in line with our expectations, while earnings per share exceeded our forecast."

Revlon posts 3.2% sales uptick driven by the Americas growth

Revlon has announced that net sales topped $1.4bn in 2012, an increase of $44.7m or 3.2% on 2011. According to the company, this increase was driven by higher net sales of Revlon colour cosmetics, Revlon ColorSilk hair colour and its SinfulColors colour cosmetics brand. Net sales in the fourth quarter were $391.3m, up 8.9% on the prior year period.

The company enjoyed a particularly profitable year in the Americas. In the US, net sales were $799.8m, an increase of 5.6%, while sales in the newly consolidated Latin America and Canada region were $203m. Combined with a $5.5m increase in net sales in Asia Pacific, this helped offset the 11.6% decrease in net sales in Europe, Middle East and Africa. Sales in this region were $24.3m lower than in 2011 due to the higher sales returns accrual of $1.6m associated with restructuring and related activities in France and Italy, as well as lower net sales of fragrance in the UK and other beauty care products throughout the region as a whole.

Commenting on 2012's figures, Revlon President and CEO Alan T Ennis said: "From a marketplace perspective, we introduced new, innovative products which, together with effective brand communication and strong in store execution, drove positive performance of our Revlon branded products in many of our key regions."

Omni Scents to launch debut fragrance for men's magazine

US based fragrance marketer and distributor Omni Scents has partnered with the Alpha Media Group to launch a fragrance line for men's magazine Maxim. The collection, which is aimed at capturing the "excitement, fun and suggestiveness" of Maxim magazine, is expected to launch in autumn this year, extending into department stores and fragrance retailers globally.

The announcement follows just one month after Omni Scents acquired the rights to release a trio of fragrances under the Miss Universe brand from the Miss Universe Corporation, which is expected to hit stores in June.

"The Maxim brand continues to resonate with men around the globe. We welcome this first fragrance brand for men, which will provocatively express

the brand's unique voice," said Jack Kliger, Executive Chairman, Alpha Media Group.

"Maxim is more than a magazine. It is a lifestyle brand that resonates with men all over the world," said Neil J Katz, President and CEO of Omni Scents, who was previously CEO of US fragrance manufacturer Parlux Fragrances.

New customers and continued growth fuel strong Q4 for IFF

International Flavors & Fragrances Inc. (IFF) has reported a strong set of fourth quarter results for 2012, with reported revenue totalling $681m, up $37m or 6% on last year's figure of $644m.

Excluding the impact of foreign currency, local currency sales increased by 8% "reflecting a high level of new wins and positive volume on existing business". Net income for the quarter equalled $68.1m or $0.83 per share, up on the previous year's net income of $24.4m or $0.30 per share.

For the Fragrance Business Unit specifically, reported revenue increased 10% to $354m in Q4, compared with $322m in Q4 2011; local currency sales also increased 13%. Furthermore, "strong new customer wins and broad based growth" in the Fragrance Compounds business drove local currency sales growth of 15%.

Doug Tough, chairman and CEO, said: "We had a strong finish to the year, driven by our diverse product portfolio, expanding geographic footprint and commitment to providing customers with innovative and superior products that are desired and enjoyed by consumers all around the world."

Molton Brown certified Cruelty Free with Leaping Bunny logo

British hair care and body care brand Molton Brown (Kao) has been awarded the Leaping Bunny logo by global animal rights group Cruelty Free International, certifying that all of the brand's products are free from animal tests.

This standard is said to stipulate that no animal testing is conducted or commissioned for finished cosmetic products or ingredients by the company, its laboratories or its suppliers.

INTERVIEW

Philippe Vincent, co-founder, Etat Pur

Taking the road less travelled

Since it first launched in 2011, Etat Pur aimed to do things differently. The French skin care brand, which has now expanded to the Netherlands, Belgium, Germany, Spain and Italy, looked to shake up the industry by offering personalised skin care at an affordable price. Co-Founder Philippe Vincent talks to CosmeticNews about his decision to take the road less travelled.

What was the inspiration behind Etat Pur?

Etat Pur can be summarised in two key words: personalisation and democratisation. The brand was started by Jean-Noël Thorel, the founder of the Bioderma and Institut Esthederm brands. The inspiration behind the brand was to do something really different. We wanted to create a brand that would offer personalised solutions that are effective to everybody regardless of age, skin colour and problems. We also wanted to offer skin care that was both affordable and top quality, while being precise enough to meet everyone's needs. This led to the creation of two lines: Pure Cosmetics, which includes everyday skin care products, and Pure Actives, which are used to treat specific skin problems.

Is personalised skin care the future of the beauty industry?

Personalisation is a strong trend in many industries, not just beauty, as I think we're seeing a growing desire from consumers to find a solution for themselves. Etat Pur, however, is not just about personalisation – it's also about being effective. There's a lot of marketing out there around the idea of personalised skin care. We wanted to move beyond that and make products that really work.

How did customers react to Etat Pur when it first launched?

The response from consumers in Europe has been encouraging. Our business model is based on word of mouth, so through this we want to grow slowly but surely. France is our number one market, followed by the UK and Spain.

Why did you decide to build Etat Pur via e-commerce?

It has to do with democratisation. We wanted to create a brand that would be affordable to everybody around the world, so to achieve that, we had to change our distribution model. If you aim to be a global brand, there are a lot of intermediaries if you choose to follow a classic distribution model. We wanted to offer consumers maximum transparency.

Do you have plans to grow your retail presence?

At the end of the day, not everybody buys online so we want to test a few different store formats in France and may open other stores depending on the results of this. Initially, we opened our store in Paris to have a real brand presence. Our Paris store is more of a brand space than retail outlet.

What are your plans for international expansion?

We see potential for the brand in Asia, especially as we have effective actives for whitening. For the moment, we are focused on Europe, although we want to eventually explore key markets such as the US, China, Brazil and Japan.

Beatrix Hon, London

PACKAGING

English heritage inspires new look for Woods of Windsor

British fragrance and body care brand Woods of Windsor has relaunched its range of bath and body care products with new look packaging and fragrances. The brand's line of five fragrances: True Rose, Lavender, Lily of the Valley, White Jasmine and Blue Orchid & Water Lily, have been repackaged by UK based packaging design company Fresh Trends to feature illustrations of each of the key ingredients used in each scent.

The hand drawn illustrations are said to reflect the heritage of Woods of Windsor and iconic images from the English countryside, while the white background of the outer packaging is said to provide a fresh and modern look to the brand.

"Our focus with the relaunch was to build on the brand's timeless appeal to re-engage our loyal customers, whilst bringing it up to date through innovative new packaging and fragrances to attract a new generation of followers. Listening to consumer feedback, we took the step in removing secondary packaging where possible, enabling us to offer larger sizes without an extra cost to our customers, whilst reducing our carbon footprint," said Quentin Higham, MD of Yardley London, which also runs the Woods of Windsor brand.

Qosmedix rolls out disposable lip brush line

US based beauty accessories supplier Qosmedix has added three new lip brushes to its range of disposable make-up applicators. Each brush features white synthetic nylon fibres that have been bonded inside the handle without the use of adhesives.

This automatic assembly process is said to enable higher production rates yielding a lower cost per piece, making the brushes suitable for high volume sampling. The bonding technique also helps prevent the fibres from shedding during use.

Aptar bottles Oriflame's latest

Swedish direct seller Oriflame has chosen Aptar Beauty + Home's Unicity bottle design for its latest Bioclinic Active Defense Shield SPF45. Launching this month, Active Defense Shield is said to improve skin tone by visibly reducing hyperpigmentation as a result of its Tone-Down technology containing Dioic acid.

The Unicity's integrated bottle and the collar-actuator is said to be more user friendly as it features a locking option, therefore not requiring an overcap. In the non-lockable 30ml version, the bottle comes with a white bottle and actuator combined with a red closure system.

"With Unicity, we have opted for an innovative package featuring a strong feminine design, which dovetails

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seamlessly with Bioclinic's technical expertise and modernity. We were won over by Unicity's high performance enabling optimal product delivery for the consumer," said Sofia Håkansson, Junior Brand Manager, Skin Care at Oriflame.

INGREDIENTS

Givaudan sales top CHF4.2bn

Swiss flavours and fragrances specialist Givaudan has announced sales of nearly CHF4.3bn in 2012, a 6.6% rise on 2011 in local currencies and 8.7% in Swiss francs. EBITDA increased by 14.8% to CHF870m from CHF758m in 2011 but improvement in EBITDA was hampered by costs associated with the start up of Givaudan's new manufacturing facility in Makó, Hungary, according to the company.

Sales growth figures were driven by Givaudan's Fragrance Division, which recorded sales of just over CHF2bn, an increase of 8.4% in local currencies. The Flavour Division, meanwhile, reported sales of CHF2.2bn, up 5% year on year.

Within the Fragrance Division, Fragrance Compounds, comprising Givaudan's Fine Fragrances and Consumer Products businesses, recorded a strong performance. Sales increased 10.3% to CHF1.8bn, with Fine Fragrances sales up 4.2% – buoyed by a strong performance in developing markets and Europe – and Consumer Products sales up 12.1%, thanks to important new wins, a soft erosion rate on existing businesses and price increases.

CPL Aromas opens new warehouse in Indonesia

International fragrance house CPL Aromas has opened a new warehouse facility in Indonesia, with industry partners Brenntag.

The facility will enable CPL and Brenntag to manage larger orders from customers in the Far East. The inauguration, which took place on 11 December, 2012, was attended by the CPL Aromas Indonesia General Manager Pak Budiman and his team, as well as the regional supply chain directors Pak Tony Susanto and Kim Korff.

Bayer discovers secret to strengthening skin barrier

Chemicals giant Bayer has shown that its active Heterosides of Talapetraka may act at both the cellular and structural levels of the skin to improve the skin's barrier and permeability.

A presentation by the company's French arm, Bayer Santé Familiale, at the IFSCC Congress in Johannesburg, showed that Heterosides – obtained from the *Centella asiatica* plant titrated in triterpenes – has a beneficial effect on the keratinisation process and in restoring the skin's barrier function. The firm feels it may have applications in products for dry or mature skin.

Bayer showed that Heterosides, which is produced in a powder form and recommended for dilutions of 0.3-0.5%, may work by impacting on the permeability of the stratum corneum, and on the bricks and mortar structure of the skin, by increasing Ceramides 2 synthesis. Ceramides are involved in the formation of the stratum corneum.

The active has already been shown to stimulate Aquaporin-3 in living epidermis, stimulate involucrin synthesis in the skin's spinous layer and reinforce tight junctions in both the dermis and epidermis.

NaTrue launches new accreditation programme

Belgium based International Natural and Organic Cosmetics Association (NaTrue) has launched a new accreditation programme in partnership with the International Organic Accreditation Service (IOAS). The move is said to be in line with NaTrue's goal to consolidate the trust in its label, which is currently adopted by around 100 brands globally.

Until now, NaTrue has been working with around 20 Approved Certifiers. The new IOAS Accreditation Programme is expected to take this further, by taking internationally recognised procedures into consideration for the accreditation of the certification bodies and the manner in which they operate with respect to the NaTrue label. The program, set to take effect in September, will combine the views of the natural and organic cosmetic sector with widely recognised procedures for product certification, leading to a "combination of knowledge and integrity in the interest of companies and consumers," according to NaTrue.

"IOAS's internationality and not for profit approach fully comply with NaTrue's principles. Their deep knowledge of the organic sector and the commitment of building trust for organic consumers make IOAS the perfect partner for this important step for NaTrue," said Julie Tyrrell, Director General of NaTrue.

Solvay ups guar production

Chemical group Solvay has finalised plans to increase its global derivatised guar production by 40% with the completion of recent expansions in the US and China.

A polymer produced from a bean gown mainly in India, derivatised guar is an ideal bio based solution for hair conditioners, according to Solvay. The expanded facility in Vernon, Texas will serve Solvay's customers in the North American oil and gas market, while the increased capacity at the company's Zhangjiagang site in China's Jiangsu province will help its personal care customers meet growing regional demand for high end hair care products.

Japan's Cocokara Fine enters Thailand in bid to lift growth

Japan's third largest drugstore operator, Cocokara Fine Inc., is to start supplying cosmetics and other consumer goods to Thailand's Berli Jucker Public Company Limited (BJC). BJC is a diversified Thai conglomerate involved in the manufacturing, healthcare and distribution industries. BJC, in turn, is part of the Thai Charoen Corporation Group (TCC Group), one of Thailand's largest conglomerates, which also has operations in SE Asia.

Growth prospects in Japan are diminishing for the country's drugstore chains. Intense competition and market saturation give little room to manoeuvre and consequently the chains are hoping new ventures in Asian markets will bring them the new customers and growth opportunities they can no longer find at home.

Cocokara's new venture differs sharply from those of Japanese rivals who have also ventured into Asia. Rather than working with Asian partners to open new drugstores based on models that have succeeded in Japan, Cocokara plans to use its own supply chain to become a wholesale supplier, through BJC, for retailers in Thailand and SE Asia. The new relationship should expand Cocokara's market to SE Asia without incurring the risks of bricks and mortar investment in new retail outlets in other countries.

David Kilburn, Tokyo

Bourjois unveils first flagship

French make-up brand Bourjois (Chanel) has revealed it will set up its first flagship store in Paris in early 2013 in the newly renovated Passage du Havre shopping centre. Passage du Havre is situated in the city's 9th arrondissement, close to large department stores and famous buildings such as the Paris Opera and Gare Saint-Lazare, and has been undergoing a major renovation. The move is intended to showcase Bourjois' 150 years in the business and the company is promising a series of events throughout its birthday year.

The Bourjois concession will measure 41m^2 and will be to the right of the mall's entrance leading from Rue du Havre, opposite lingerie specialist Orcanta and next to Atelier de Chocolat. Other health and beauty companies with concessions in the centre include Italian make-up brand Kiko (56m^2), hair specialist Pascal Coste (81m^2), Sephora (77m^2), naturals brand Yves Rocher (108m^2) and Provençal brand L'Occitane (48m^2).

Patricia Mansfield-Devine, Rennes

Duane Reade plays digital game

US drug store chain Duane Reade (Walgreens) has ramped up its digital presence by rolling out an online gaming experience named Ingress. Created by Google's Niantic Labs, Ingress is described as an augmented reality game that "blends the physical and virtual world to create a one of a kind gaming experience". The game will be rolled out into 250 Duane Reade stores in the US, making it the first retailer to offer customers the chance to play the game while in store. Its premise involves a team of scientists that have unearthed a mysterious energy, which is believed to influence the way humans think. Players in the game can choose to either embrace this energy or work to protect others against it.

"Customer engagement strategy via location based gaming has elevated to new levels and Duane Reade understands that," said Calvin Peters, PR/Online Manager for Duane Reade.

Euro crisis hits Douglas in Q1

The Douglas Group has reported a successful set of first quarter results for the 2012/13 fiscal year, with sales rising by 1.5% to €1.21bn.

In the company's home market of Germany, sales totalled €816.5m, up marginally on last year's figure of €814m by 0.3%. Internationally, the Group increased its consolidated sales by 4.1% to €395.1m, although the restrained consumer environment in parts of Europe adversely affected sales.

Nocibé 2012 sales jump 4.5%

French perfumery, make-up and beauty care retailer Nocibé has posted a 4.5% spike in sales for 2012 to €680m. A total of 21 new points of sale were either acquired or opened last year bringing the network to 455 outlets.

Nocibé has said it will push its own brand of make-up products this year with the aim of achieving 10% of sales in the sector. Around 13 new store openings are scheduled for 2013.

Yves Rocher keeps count with customer monitoring technology

French naturals beauty chain Yves Rocher has rolled out a visitor counting solution to monitor the number of potential customers that enter its stores. CheckCount monitoring technology has already been extended into the brand's stores in Italy in a bid to improve operational efficiency.

Created by Checkpoint Systems, CheckCount is a visitor counting solution that is aimed at offering retailers more accurate information about visitor numbers, helping them determine conversion rates.

"We chose the solution from Checkpoint because of the timeliness and accuracy in reporting," said Pierre Alexandre Chenel, Director General of Yves Rocher. "The ability to extract detailed information every day allowed us to measure more precisely the profitability of our stores and better organise personnel shifts."

Parfums Givenchy reworks classic men's fragrance

This spring, LVMH's Parfums Givenchy is set to reinterpret its classic men's scent, Gentleman, with Gentlemen Only. Described as a "neo-aromatic woody fragrance", the scent is a twist on the brand's iconic Givenchy Gentleman, which was first released in 1975.

Gentlemen Only opens on a blend of green mandarin orange, pink peppercorns, nutmeg and birch leaves before moving into a heart of cedar, patchouli, vetiver and a base of incense.

The flacon also pays homage to the original Gentleman fragrance and is said to be reminiscent of a hip flask. It features a brushed metal cap in gun metal grey and a thick glass bottle which displays the tinted blue juice within.

The fragrance will be fronted by Australian actor Simon Baker, who was announced as a brand ambassador for Givenchy in October last year. The star of hit TV series The Mentalist was chosen for "embodying the contemporary masculine ideal" according to the brand.

"We were won over by Simon Baker's personality and charisma. His natural elegance is perfectly in keeping with our House's spirit and values," said Thierry Maman, Parfums Givenchy's Global President.

Launching in May, Gentlemen Only will be priced from £41.50/50ml.

Floris blossoms with latest addition to Private Collection

Historical fragrance house Floris has grown its Private Collection with a new fragrance dedicated to the traditional Japanese practice of cherry blossom viewing. Known as Hanami, cherry blossom viewing generally takes place in April and involves picnics and outdoor parties held under cherry blossom trees.

The new floral fruity Cherry Blossom Eau De Parfum opens on bergamot, orange and pink peppercorn, before moving into a heart of cherry blossom, osmanthus, peony and rose, and ending on a base of musk and sandalwood.

The fragrance is available exclusively at upscale London department store Harrods, priced at £99.

L'Occitane readies to release La Collection de Grasse...

French beauty brand L'Occitane is launching a new fragrance line inspired by the French town of Grasse, famously known as the 'birthplace of modern perfumery'. La Collection de Grasse, which includes four fragrances, was created by the brand's new in-house perfumer Karine Dubreuil, who has previously created scents for brands including Gucci, Lanvin and Guerlain.

Each fragrance in the collection combines a pair of contrasting ingredients, marking a new direction for L'Occitane, which has typically favoured single-note scents over multi-note fragrances.

Jasmine & Bergamote, which features jasmine absolutes from Grasse and Egypt along with bergamot essential oil from Italy, opens on mandarin orange and bergamot, before moving into a heart of jasmine and lemon leaves, and ending on a base of sandalwood and cedar. Next, there's Magnolia & Mure, a fruity chypre which blends bergamot and blackberry with magnolia, rose and patchouli.

The oriental offering in the line is Vanille & Narcisse, a warm scent which blends blackcurrant and bergamot, while Thé Vert & Bigarade, an aromatic citrus, combines bitter orange with a heart of green tea. The line will launch in May.

...as L'Artisan Parfumeur also celebrates the perfume capital

In April, niche French fragrance brand L'Artisan Parfumeur will release the latest editions to its Collection de Grasse – a new EDP named Caligna (€120 for 100ml) and two perfumed candles, Le Printemp and L'Été.

Created by perfumer Dora Baghriche-Arnaud of Firmenich, Caligna, which means 'to court' or 'to woo' in Provençal dialect, is meant to evoke the scent of the Grasse hinterland and the mountains of the Mediterranean.

The unusual composition features head notes of clary sage, heart notes of fig and jasmine marmalade accord, and a base of pine and lentisque, a shrub native to the Grasse maquis and whose branches produce an aromatic resin.

The company is also changing its method of publicising the product. For the first time, L'Artisan publicity materials will feature the image of a person – Belgian ballet dancer Gudrun Ghesquière, in a nude half length image photographed by Michael James O'Brien.

The packaging style for the perfume also deviates from L'Artisan's norm, featuring a paler, more deluxe textured box with applied gold. The two candles, which will be available from March, are the work of perfumer Vincent Schaller, also of Firmenich. They will be priced from €55.

OPI follows yellow brick road

Popular nail care brand OPI (Coty) is releasing a new collection to celebrate the March release of Disney's latest animated film, Oz – The Great and Powerful. The line features seven shades including What Wizardry Is This?, a textured taupe; I Theodora You, a sheer pink; and Lights Of Emerald City, a clear varnish containing white confetti. Each shade is priced at £11.50, available from April.

Melvita shines with Nectar Bright skin care collection

Melvita is set to launch a new facial skin care range, Nectar Bright, which harnesses the power of five white

Marni fashions first fragrance

This month, Italian fashion house Marni will launch its first women's fragrance, produced under the aegis of Estée Lauder's Aramis & Designer Fragrance Division. Created by Daniela (Roche) Andrier of Givaudan, the fragrance comes in 65ml (£68) and 120ml (£95) formats, which will be followed by a 30ml fragrance (£48), plus a purse spray with a 'huggy doll', a 200ml body lotion (£36), body cream (£60), shower gel (£43) and deodorant.

The bottle for the fragrance, based on a vintage item discovered by Marni's designer, Consuelo Castiglioni, is fat and cylindrical with a rocker bottom and is covered in big white polka dots.

The notes for the perfume include head notes of bergamot, black pepper, pink peppercorn and ginger; heart notes of cinnamon bark, cardamom and 'Marni Rose' accord; and base notes of 'Marni Wood' accord (patchouli, vetiver and cedar), plus a dash of incense.

Distribution will be exclusive, starting in the US and rolling out to flagship stores of major chains only. The face for the fragrance will be Brazilian model Raquel Zimmermann, photographed by Nick Knight.

Former Chanel exec enters niche fragrance market

A new boutique perfumery in London named Shay & Blue will launch on 25 February. The brainchild of Dominic de Vetta, former Senior Vice President of Chanel and former Global General Manager of Jo Malone Ltd, it will focus on natural ingredients and traditional methods of production, with all the products made in England. The in-house perfumer is Julie Massé of Mane.

The aim, says de Vetta, is to revive the lost art of quality fragrance making and preserve its techniques for future generations. The oils for the perfumes come from Grasse, while the fragrances themselves will be made in East London and bottled in the firm's distinctive light blue glass bottles.

The startup collection consists of six fragrances: Atropa Belladonna, Blood Oranges, Amber Rose, Sicilian Limes, Suffolk Lavender and Almond Cucumber. All are available as a 100ml natural spray (£55) or 30ml natural spray (£30). Atropa Belladonna, Blood Oranges and Amber Rose will also be available as 140g natural wax candles, priced at £35 each. Shay & Blue fragrances will be available online via www.shayandblue.com, from the company's central London boutique and high end UK department store Harvey Nichols.

flowers to leave skin looking luminous. The four-sku collection contains a combination of 'intelligent' flowers including wintergreen, narcissus, bellis, white lupin and white sea lily. All of the flowers protect themselves from the sun's UV rays by responding to the cycles of day and night, and hiding when the sun is out. The products also contain active ingredients to help tackle pigmentation, dark spots and premature ageing, and leave an even-toned complexion. The range includes: Brightening Essence, a highly concentrated daily treatment to counteract hyperpigmentation and dark spots; Brightening Cream, a moisturiser that contains a low molecular weight hyaluronic acid to leave skin radiant; UV Shield Sunscreen SPF15, a white fluid enriched with natural mineral sunscreens; and Brightening Exfoliation Mask, a 2-in-1 mask and scrub that contains a gentle exfoliant.

The brand is also adding two new products to its Rose Nectar collection and three new products to its Apicosma collection.

Rose Nectar Milky Cleansing Oil and Rose Nectar Fresh Eye-Contour Gel will launch in March and contain wild rose extract harvested by hand from an unspoilt Alpine region, while Ultra-nourishing Cream, Creamy Cleansing Milk and 3 Honeys Nectar launched this month and use the same patented 3-Honey Complex featured in the body care line.

The Nectar Bright collection, which ranges from £25-£39, will be available in May from Melvita Stores, Wholefoods stores, selected John Lewis stores and BeautyMART at Harvey Nichols, as well as online at feelunique.com.

Axe steps into skin care

Building on the success of its first hair care line, Unilever's Axe/Lynx brand is diversifying its portfolio further by launching a skin care line. The line comprises four variants: Axe Chilled; which promises a minty fragrance and an icy sensation; Axe Shield for sensitive skin, designed to calm and comfort skin; Axe Boost, which stimulates and energises tired skin; and Axe Controil, an exfoliating scrub for oily skin.

Monaco's Opale enters naturals

Monegasque cosmetics laboratory Opale Monaco is launching its own naturals brand of cosmetics, named Opale.

Founded in 1980 by cosmetologist Marc Fauchart, the company has produced products for leading firms in the industry such as Guerlain, Lancôme and Helena Rubenstein.

The new range will comprise 12 face and body products based on the concepts of high-tech cosmetology and Monaco's flora, including the famous Princess Grace rose garden.

The products are 99% natural and feature distinctively Monegasque ingredients such as rosewood, bourbon, geranium, strawberry, pomegranate, musk rose, citrus oils, oats and alfalfa extract. The range is priced roughly between €29 to €119 and available via www.opalemonaco.com.

TOP TWEETS ON THE STREET

We track the latest beauty news in 140 characters

USChinaBusiness
China + HK led the way in an 11% rise in sales @EsteeLauder

acbnews
MAC Cosmetics Expands in Africa http://bit.ly/XmSYUV

LuxurySociety
Luxury Brands, Retailers & The Evolution of E-Commerce http://ow.ly/hxJ2z

10EdgeYes
How Revlon India Leveraged Social Media To Gain Insights For A Product Launch http://ow.ly/2uIq2k

BeautyReport
Nakumatt and Revlon team up for new 'bar' http://goo.gl/fb/VqFWQ

CosmedicCoach
According to Procter & Gamble In our industry, only about 15 to 20 percent of new beauty brands/products really succeed

Dubib_com
Seven teams from Uae and Saudi universities compete in the Henkel Innovation Challenge 6

NHmag
Love manicures and nail trends? You're in luck! Nail It! Magazine is scheduled to launch Feb. 19

superdrug
Check out our shiny new blog for a daily fix of beauty news,trends & celeb looks! Let us know what you think! www.superdruglookatme.com...

StyleSeat
Kate Moss is launching a lacquer line w/ @rimmellondonuk! The model only has 1 rule: no matching

Murad enters blogosphere to share 'inclusive health' ethos

Murad skin care founder Howard Murad has launched a new blog aimed at promoting his philosophy of 'inclusive health'. Designed to include recent research findings and the latest skin care news, the new blog, available at www.muradinclusivehealth.com/blog, is said to be aimed at helping people live healthier lives by making simple lifestyle shifts.

"I always recommend nurturing your internal, external and emotional self," said Murad. "With this new Inclusive Health blog, I can now easily share recommendations for day to day living as well as our latest scientific findings pertaining to inclusive health. It also provides an opportunity to reach a whole new audience of people we may be able to help live healthier, happier lives – and that's exciting."

P&G seeks innovation online

Global beauty giant Procter & Gamble (P&G) is looking to ramp up company wide innovation with a new website dedicated to allowing innovators all around the world to share their thoughts with the company. The new site, available at pgconnectdevelop.com, is said to serve as P&G's "open front door to the world" in line with the company's longstanding Connect+Develop programme.

"As P&G enters its second decade of Connect+Develop, our focus is on strengthening areas of our open innovation work to deliver more discontinuous, breakthrough innovations. Part of that work means making connections both easier and more effective," said Laura Becker, General Manager, Connect+Develop and Global Business Development.

The website will allow user submissions to directly feed into the business category leaders. It will be organised by business area and searchable by topic, enabling innovators to access a full description of every need, including scale and success criteria.

Glossybox to roll out limited edition Darphin Flashboxes

Online beauty sampling business Glossybox is set to release another Flashbox in partnership with French dermocosmetics brand Darphin (The Estée Lauder Companies). This latest collaboration follows the success of Glossybox's previous tie-ups with French skin care brand Roger & Gallet and UK spa brand ESPA to launch limited edition boxes.

The new Darphin Flashbox comes in two editions, appealing to either sensitive or dry skin types. The Sensitive Skin Expert Program box includes four of the brand's most popular skin care products from its Intral line; Cleansing Milk, Toner, Redness Relief Soothing Serum and Soothing Cream. Meanwhile, the Hydration Expert Program box includes Darphin's popular Azahar Cleansing Micellar Water, along with its Hydraskin Intensive Skin-hydrating Serum, Essential emulsion and Kiwi Mask.

Darphin Flashboxes will be available via the Glossybox UK website from 21 February, priced at £12 each.

5-7 MARCH
CHINA'S CENTURY
Venue: Beijing Hotel, Beijing
Tel: +33 1 40 74 09 86
www.tfwa.com

7-10 MARCH
COSMOPROF BOLOGNA
Venue: Fiera
Bologna, Italy
Email: visitors@cosmoprof.it
www.cosmoprof.com

28-30 MARCH
BEAUTY VISION INDIA
Venue: Mumbai Convention Centre
Email: channels@
channelexhibitions.com
www.beautyvisionindia.com

11-13 APRIL
COSMOBEAUTÉ VIETNAM
Venue: Saigon Exhibition &
Convention Centre (SECC)
Email: info@veas.com.vn
www.cosmobeauteasia.com

14-16 APRIL
CHINA INTERNATIONAL EXHIBITION: SURFACTANTS & DETERGENTS
Venue: Shanghai Convention
& Exhibition Centre
Email: yihanexpo@
vip.sina.com
www.iesdexpo.com

16-18 APRIL
IN-COSMETICS EUROPE
Venue: Porte de Versailles, Paris
Email: incos.helpline@
reed-expo.co.uk
www.in-cosmetics.com

23-24 APRIL
LUXEPACK SHANGHAI
Venue: Shanghai Convention
Centre
Email: drousseau@idice.fr
www.luxepackshanghai.com

28-30 MAY
BEAUTYWORLD MIDDLE EAST
Venue: Dubai
www.beautyworldme.com

15-16 MAY
LUXEPACK NEW YORK
Venue: Metropolitan Pavilion
Email:exhibit@
luxepacknewyork.com
www.luxepacknewyork.com

5-6 JUNE
INNOCOS EUROPE
Venue: Nice, France
Email: info@kgsglobal.com
www.kgsglobal.com

6 JUNE
COSMETICS BUSINESS INNOVATION AWARDS
Venue: The London
Film Museum
Email: lydiar@hpcimedia.com
www.cosmeticsbusiness.com

12-13 JUNE
BEYOND COLOR
Venue: Porte de Versailles, Paris
Tel: +33 1 44 69 95 69
www.beyondcolorexpo.com

13-15 JUNE
BEAUTY EURASIA
Venue: Tuyap Centre, Istanbul
www.beautyeurasia.com

18-20 JUNE
HBA GLOBAL EXPO
Venue: Jacob K Javits
Convention Centre, NYC
Email: registration@
hbaexpo.com
www.hbaexpo.com

15-18 JULY
COSMOBEAUTÉ ASIA
Venue: PWTC, Kuala Lumpur
Email: enquiry@ecmi.com.my
www.cosmobeauteasia.com

10-13 AUGUST
NACDS TOTAL STORE EXPO
Venue: The Sands, Las Vegas
www.nacds.org

9-11 SEPTEMBER
BEYOND BEAUTY
Venue: Porte de Versailles
Email: bbp@itec-france.com
www.beyondbeautyparis.com

SPOTLIGHT

Closing the case on fakes

Latin America's robust economy and fascination with beauty has made it a very lucrative region for cosmetics and perfume companies. However corruption, weak border control and smuggling networks are helping to make the piracy of cosmetics and perfumes into a pervasive problem, causing major loss of revenue to both governments and companies alike.

According to market research company Euromonitor International, between 2006 and 2011 annual sales of beauty and personal care products in Latin America shot up from $37.6bn to $74.5bn, with significant growth in every sub- sector including colour cosmetics, fragrances and premium cosmetics.

On the downside, sales of counterfeit cosmetics and perfumes have skyrocketed as well. "Counterfeit cosmetics and perfumes already make up around 20% of the total Brazilian market," said José Henrique Vasi Werner, lawyer and Director of ANGARDI, Brazil's National Association for the Guarantee of Intellectual Property. "The number of counterfeits related to these sectors is increasing very fast since Brazilian consumers tend to buy products without regard to their quality."

A survey conducted by ANGARDI in partnership with the US Chamber of Commerce and IBOPE (the Brazilian Institute of Public Opinion and Statistics) found that 80% of Brazilian consumers knew that they were buying counterfeits. "The medium and lower classes are the main buyers and most are aware that they are buying counterfeits," Werner commented.

Werner said that unfortunately there has as yet been no campaign directed at informing Latin American consumers about the potential dangers of using counterfeit personal care products, which have been shown to often contain unsafe levels of mercury, lead or arsenic, or be contaminated with dangerous bacteria.

Despite the growing counterfeit market in Brazil, Mexico still outranks its southern neighbours as the country where the most pirated goods are sold in Latin America, ranking fourth in the world after China, Russia and Italy, according to some crime assessments. Perfume is the most popular pirated personal care product and the fourth most popular type of pirated good in Mexico. In big city street markets, imitations of brands such as Chanel and Hermès line the streets, selling for between MXN70 and MXN120 ($5.50-$9.40).

In the last four years, law enforcement authorities have seized more than 120 tonnes of counterfeit perfume from Tepito, a region in Mexico City known as the distribution centre for pirated fragrances, according to CANIPEC. But despite these efforts, the lucrative counterfeit perfume trade continues to flourish in this region.

Pacifica Goddard