

Atlantis gives TweezLight more color

Atlantis Enterprises promoted at the show its TweezLight, a patented LED-lighted tweezer. The stainless steel tweezer, which promises to light up even “invisible” fine hair for removal, is the first Atlantis Enterprises item to be offered to the mass market. The tweezers are now available in various colors such as lavender, pink, red and green. For Breast Cancer Awareness month in October, the company is promoting a pink-colored TweezLight. To support the launch, the company is kicking off in April national print ads that will run each month through the end of the year.



Atlantis Enterprises' TweezLight

Truck crashes conference, doesn't stop meetings

This year's ECRM Cosmetics, Fragrance & Bath conference held earlier this month was expected to kick off with a bang as scores of manufacturers and retailers convened to eagerly check out the latest innovations in beauty. However, no one could predict the events that were about to unfold. It would prove to be a moment that would demonstrate ECRM's strong resilience: The show went on.

The event, which attracted 125 manufacturers and nearly 100 retailers, was conducted at the Westin hotel and the adjacent David L. Lawrence Convention Center and took place from Monday, Feb. 4, to Thursday, Feb. 8.

On Monday morning, the meetings ran as planned until the afternoon when a section of the concrete floor in the loading dock area at the center gave way under the weight of a tractor-trailer. Everyone in the Convention Center was ordered to immediately evacuate.

Meetings held in the meeting rooms at the Westin hotel were not impacted and continued as scheduled.

Eager to keep the show running as smoothly as possible, given the unforeseen circumstances, ECRM staff were quick on their feet and on Tuesday morning set up meeting tables in a ballroom of the hotel so manufacturers and retailers could continue their meetings.

Officials eventually allowed manufacturers to briefly re-enter the center to retrieve their product samples, displays and other necessities. As of press time, the convention center remained closed.



On the first day of the conference, a section of the concrete floor in the loading dock at the David L. Lawrence Convention Center gave way under the weight of a tractor-trailer resulting in the evacuation of the center...



...the accident didn't deter manufacturers and retailers from continuing their meetings, however.

Dermacia looks to mass market

Following a successful run on direct TV and the Internet, combined with editorial, celebrity and MD endorsements, Dermacia is now looking to take its makeup to the mass market. Dermacia—which is made with a proprietary bioactive oxygen complex known as Lyco2—is a breathable foundation with SPF 18. According to the company, traditional cosmetics can clog pores and suffocate the skin; however, Dermacia attracts more oxygen to the skin, allowing it to regenerate naturally. There's also a spray moisturizer, face moisturizer, body moisturizer, cleanser and toner. Retail prices will remain less than \$20.

Simply Bee set for May launch

Taking its inspiration from Burt's Bees, IMT/Skaffles launched at the show its new Simply Bee line of natural personal care products. The products are slated to launch in May. The line includes lip balms, lip shimmers, lip shine, cuticle crème, hand repair crème, body butter, hand crème, hand salve, hand wash, body wash and body lotion. To support the line, the company is offering power wings, PDQ displays and floor translucent displays with shelving. Also, to market the launch the company plans on using catalogues, direct mail and other mailing vehicles.

Teen fragrance tackles causes of poverty

Fragrance distribution company First American Brand highlighted at the show its new 100% Love, the first-ever fragrance for teens marketed with a charity focus.

The company has teamed up with World Vision, a relief and development organization dedicated to helping children and their communities by tackling the causes of poverty. When consumers buy 100% Love, a portion of the proceeds are donated to World Vision.

Marketing strategies also include a new Web portal for teens and a celebrity endorsement by singer Jeannie Ortega, who will be the face of 100% Love.

Sally Hansen polish promises salon manicure

Sally Hansen, a Del Labs brand, is promoting several new products, including its newly launched Sally Hansen Salon Nail Lacquer collection, which promises to provide all of the benefits of a professional-grade manicure at home.

The nail lacquer features micro-milled pigments to enhance color; keratin to strengthen nails; marine botanicals to condition and nourish nails; UV protectors to prevent yellowing and fading; a natural mineral complex and epoxy resin to bond color to nails; natural marine pearls to add shine; and silicone for added shine. The nail lacquers, which are available in 24 shades, are free of toluene, DBP and added formaldehyde.



Commonwealth's Simply Be Well line of organic products

Commonwealth promotes July launch of organic line

In addition to relaunching its San Francisco Soap line, Commonwealth Soap & Toiletries promoted the launch of its new Simply Be Well line of organic products in July. The products typically range between 74 percent and 99 percent organic. The line includes lip balms, body balms, shower gel, liquid soap, body butter and massage oil. The products are available in four fragrances: rosemary mint, pomegranate, lavender vanilla and fragrance free.

The company stated that advertising vehicles have not yet been finalized but will include Web sites for each product line and circular ads. Various promotions for the relaunched San Francisco Soap line and new Simply Be Well are currently being formulated.

Kids' products have character

MZB Berger, a manufacturer of children's personal care products, highlighted its spring 2007 collection with products featuring children's characters SpongeBob Squarepants, Dora the Explorer, Disney's Princesses, Cars and Pirates of the Caribbean.

The company also recently developed "Belly Buddies" bubble bath based on Dora the Explorer, SpongeBob Squarepants and Disney's Princesses.

Lip gloss teams up with Dasani

The Bonne Bell Co., which markets cosmetic brands Smackers and Bonne Bell for tweens and teens, is now entering the lip care category with Dasani-branded lip products made possible through its licensing deal with Coca-Cola. The Dasani lip products are expected to launch in April.

The company also showcased its Smackers Starburst bath collection, which includes shampoo, conditioner and shower gel.

IMS Trading brings Clean Logic to show

IMS Trading is looking to bring a fresh, new concept to the bath and body segment with its Clean Logic collection. The line is comprised of bath sponges in eight varieties; Sponge Soap, which is sold with a soap dish and available in four different scents; and, beginning May 2007, gels and lotions. The products feature Microban, which is an antimicrobial additive to prevent mold and bacteria growth.



IMS Trading's Clean Logic collection features Microban.



Pacific World's Pure Match

Pacific World highlights its 'natural' nails

Pacific World highlighted several new products at the show, including its French Tip Pen Kit, nail art, and its new Pure Match Ultra Natural Nails. Touted as Pacific World's biggest launch in at least the last five years, the Pure Match launch marks the first-ever artificial nail line that complements skin tone.

Available in six skin-complementing shades, the nails feature "snug right" technology to give nails an ultra natural look. How it works: women looking for the nail shade that best matches their skin tone simply match the color swatch on the box with their skin tone.

Lines focus on flowers and fruits

Upper Canada, which specializes in bath, body and home fragrance categories, highlighted at the show three of its lines: Naturally Upper Canada, Freshly Cut and Fruit Frappe.

Building on the health and wellness trend in beauty, the Naturally Upper Canada line of personal care products is made with all-natural ingredients and is free of parabens, mineral oils and synthetic dyes.

The company's Freshly Cut collection features upscale-looking packaging and is available in such fragrances as lavender and citron; sweat pea and quince; passion flower and lychee; and poppy flower and pummelo.

The company's Fruit Frappe line is geared toward younger consumers and now includes new Body Glow Shimmer Moisturizer and Foaming Hand Wash.

Fragrances feature Disney characters

Looking to fill an untapped niche, Camrose Trading has introduced Disney-branded fragrances designed specifically for children. Camrose Trading is an authorized distributor of Disney-branded juvenile fragrances for North America.

Products include a 1.7-ounce and 3.4-ounce fragrance in logo packaging that features famous Disney characters, including Belle, Snow White, Cinderella, Cars, Mickey and Minnie.

Camrose will use co-op advertising with its retail partners and supplement the Disney master ads. In-store promotion with the use of counter units and floor stands will attract shoppers.

Jane & Co. expands into mineral makeup

Jane & Co. is looking to further its reach into the mineral makeup segment with the launch of several new products under its new Be Pure line of mineral-based products. According to the company, it is "the first value-price offering in a high-quality product at half the cost of higher-priced mass-distributed minerals."

For second quarter, the company is expanding the line to include mineral shadows (in duo packs) and mineral blushes in both pressed and loose formulations. A kabuki brush is sold separately. For holiday, the company also is launching kits "Mineral in a Box" and "Mineral in a Round."



Jane & Co.'s Be Pure mineral makeup



SoyRoma's lotion candles

Lotion candles jazz up bath category

The company is looking to jazz up the bath and body segment with its SoyRoma lotion candle. The products have been available in spas and specialty stores but the company is now looking to enter the mass market.

The candles, which are made with all natural soybean oil and essential oil fragrance, are specially formulated to be used as a candle, massage oil treatment and skin care moisturizer. According to the company, the candles are great for those suffering from such skin conditions as eczema and psoriasis. Prices range between \$3.49 and \$14. The company also offers CD gift packs that retail for between \$12.99 and \$20.

Allegro displays latest collections

Allegro, which designs, manufactures and markets a range of cosmetic and tote bags sold under such brand names as Allegro, Basics, Celebrity, Lacrosse, Modella and Trina, displayed at the show its latest collections for retail.

In North America, Allegro possesses more than 80 percent market share in the "Soft Sided Cosmetic Storage Category," and trades in more than 20 countries and maintains facilities in London, Paris, Mexico City, Toronto, Sydney, Manila and Shenzhen. Its latest facility in Dongguan, China, is now fully operational, and its European- and U.S.-based design teams have, in the past 12 months, doubled in size.



Allegro displayed its latest collections for retail

Advanced Beauty Labs promotes non-invasive Lipology line

Looking to offer consumers a less-expensive, non-invasive alternative to mainstream medical procedures, Advanced Beauty Labs promoted its Lipology products.

Counter units are expected to ship around April/May and wall units will ship in July. The line of treatment products is currently rolling out to Target. Products in the line include Lip-

A-Tox Line Relaxer, Overnight Plumping Serum and Vertical Line Reducer. Prices range between \$4.99 and \$8.99.

The three-foot tall Lipology planogram is a boutique-style display unit featuring informative and interactive graphics to enhance product knowledge in the self-service environment at mass.

Ascendia seeks to boost position in bath segment

Ascendia is looking to bolster its position in the bath segment with its recently completed acquisition of the Healing Garden and Calgon brands from Coty Inc. Ascendia expects that the acquisition will nearly double its annual revenues to about \$200 million and will be accretive to Ascendia's earnings for its 2008 fiscal year.

The company also has launched new products—fresh lavender scrub, shower gel, hand soap, lotion and oil—under its Lander essentials line. Ascendia Brands launched the Lander essentials line in 2005.

The company's portfolio also includes Mr. Bubble, which it acquired from Playtex about a year ago.

Prestige brings new products

Color cosmetics company Prestige Cosmetics promoted a string of new products at the show, including its new Lash Matrix mascara. Flexible polymer spirals wrap around each lash to lengthen, lift and volumize lashes. The suggested retail price is \$5.95.



Prestige Cosmetics' Lash Matrix

The company also is expanding its line of bronzers by adding a bronzer with SPF and a mineral bronzer, and offering makeup travel packs. The travel packs are priced at \$9.95 each.

Cosrich Group gears up for Transformers

The Cosrich Group, which offers licensed children's HBC products, is gearing up for 2007 with the launch of its newest license: Transformers bubble bath. The products are shipping early June in preparation for the movie's July 4 launch.

Additional licenses include Bratz Kidz, Spiderman, Thomas & Friends, Strawberry Shortcake, My Little Pony, Superman and

Scooby Doo.

To promote the "best-of-the-best," the company is offering, among other displays, a 25-piece counter unit that features such popular licenses as Spiderman and Strawberry Shortcake, a 12-piece assorted play shave set that crosses three different licenses and an eight-piece assorted bath set that crosses four or five licenses.

Towelettes approved to battle flu

Preven's Paris was offering its pre-moistened towelettes made by Laboratories Prodene Klint and distributed by its subsidiary Interpak Systems.

According to the company, its towelettes are made of a thicker, softer and more durable fabric that is 16 percent to 29 percent larger than its competition. The fabric is now biodegradable so it is flushable.

In addition, the company recently received the okay to label its antiseptic wipes as FDA-approved for helping to battle the avian flu.

At the ECRM Cosmetics & Fragrance show in July, the company is expected to promote a new makeup brush cleansing wipe.



Preven's Paris' pre-moistened towelettes by Laboratories Prodene Klint and distributed by Interpak Systems

Nail treatment ships in March

CCA Industries, whose brands include NutraNail, Bikini Zone, Cherry Vanilla fragrances and Scar Zone, is shipping in March its new NutraNail Advanced Formula nail treatment.

Advanced Formula is infused with such ingredients as keratin and green tea to help prevent nails from chipping and splitting. The suggested retail price ranges from \$6.99 to \$7.29.

Fruttini appeals to youth

Axel Kraft International, an importer and distributor of European bath and body care products, promoted at the show its Fruttini Smoothie body care products. The line, which is available in such fragrances as bourbon vanilla and strawberry, includes body lotion, shower mousse, body butter and shower cream. The collection is geared toward younger consumers.

e.l.f. Cosmetics introduces travel-approved personal care bags



e.l.f. Cosmetics' To Go bags

Beauty brand e.l.f. Cosmetics, a dollar color cosmetics line that launched in June 2004, focuses not only on quality but on offering a broad selection that encourages multiple purchases at one time given the product's low price point. While the brand is now available at such retailers as Target, CVS, Kmart and Eckerd, its education-driven Web site has helped drive beauty sales. In fact, its number of Web users has grown from 250,000 to more than 750,000. At ECRM, the company highlighted such new products as its e.l.f. To Go bag, which meets airline regulations and features travel-related beauty and personal care items. The kits are priced at \$5 each.