

## > PRODUCT NEWS

> Latvian skin care brand Madara has launched two new skin care sets for Christmas. Skin Regenerating set for anti-ageing contains Regenerating Night Cream and Regenerating Lip Balm, while the Natural Beauty Kit offers Flower Dust Shimmering Body Lotion and Moonkissed Tinted Lipgloss. The kits launch in October, priced £35 and £31.50 respectively.

> Helena Rubinstein's latest fragrance, Wanted, is now available in travel retail in Europe, the Middle East and Africa. The woody floral fragrance combines notes of ylang with woody magnolia. The fragrance is priced €70 for a 50ml edp and €100 for a 100ml flacon.

> US cosmeceuticals company Image Skincare has launched in the UK, with ranges formulated to target ageing, acne and sensitivity concerns. The company has recently launched Ageless The Max (£105), which uses stem cell technology, peptides, antioxidants and botanical extracts to fight against the signs of ageing. The brand is also available in Europe, Asia, Australia and the Middle East.

> UK spa brand Elemis has created a Christmas candle collection formulated with 100% natural oils. Spa Candle is fragranced with cinnamon, orange and vanilla, Cedarwood-Spa has notes of eucalyptus and rosemary, Daisy-Spa is infused with daisy, banana and freesia, while Amber-Spa is scented with amber, mandarin and vanilla. Available internationally from October, prices range from £25 to £40.

## La Prairie strikes gold

To give skin a golden glow, La Prairie has created a new gel that glisters with gold.

Gold Illusion Line Filler is said to give skin a golden glow thanks to a blend of silk peptide and micro particles of 24 carat gold.

The serum also contains tiny, wrinkle-filling marine collagen spheres that are said to penetrate into the deeper sub-surface layers of the skin. Encapsulated ursolic acid claims to diminish the appearance of existing wrinkles and prevent their formation, while vitamin E helps prevent UV damage. Bisabolol offers anti-irritant and skin-softening bene-



fits, and the Beiersdorf-owned company's Cellular Complex completes the formulation.

The serum should be used after moisturising, concentrating on the eye area, upper lip and laugh lines.

Available worldwide, Gold Illusion Line Filler retails at €126.

## Custo Barcelona beckons men

Spanish fragrance company Idesa is taking its Custo Barcelona fragrance licence into the men's market.

Custo Man was created by Takasago's Francis Kurkdjian and is described as a smooth, happy, sweet, spicy fragrance that explores a new path.

The fragrance combines top notes of

limone, bergamot, neroli and juniper, resting on a heart of orange blossom, verbena and black pepper, drying down to a base of benzoin, cistus, tonka bean and musk.

Custo Man is available in Europe and will roll out to Asia and Latin America, priced €43.50 for 50ml and €62 for 100ml.



## Victoria Moore makes her debut

Victoria Moore has launched a new lifestyle and skin care range.

The candles and soaps come in three fragrances: frankincense, jasmine and vanilla bean; cinnamon, vetiver and cognac oil; and fragipani and jasmine.

The candles are formulated with soya wax and are said to last approximately 40 hours. The soaps contain shea butter, virgin olive oil and coconut oil.

The plant-based Tropical

skin care range was inspired by Thai and Japanese beauty secrets. The line-up comprises Acmella & Hibiscus Multi-Vitamin Lift Serum, Echium & Hibiscus Smoothing Eye Cream, Camelina & Hibiscus Protective Day Cream, Avocado & Hibiscus Repairing Night Cream, Acacia & Hibiscus Soothing Cleansing Mousse and Samphire & Hibiscus Hydrating Toner.

Available in Europe, the products are priced £6-£39.

## La Roche-Posay has hint of tint

La Roche Posay has developed a tinted moisturiser said to help reduce skin sensitivity.

Hydreane Teint SPF 20 UVA is formulated with the L'Oréal-owned company's trademark thermal spring water and claims to enhance radiance, hydrate and help reduce sensitivity.

The moisturiser is available in three shades – Sand, Gold and Cinnamon – and contains shea butter and glycerine to provide hydration for up to 24 hours.

Launching in European pharmacies in October, Hydreane Teint is priced £14.



## Sleep therapy from Juvena

Beiersdorf-owned Juvena of Switzerland has a new night cream that is said to rejuvenate the skin during sleep.

Rejuvenate & Correct Delining Night Cream is said to stimulate the production of fibronectin, collagen and elastin to help strengthen the skin's structure.

The cream features the company's SkinNova SC Technology, which claims to support the skin's stem cell activity, firming and plumping Deliner Complex and lipids, plant oils and hyaluronic acid to improve the skin's texture.

Available in Europe from October, the night cream retails at €74 for 50ml.

Bulgari's ma

## TK Maxx launches make-up range

Following in the footsteps of Topshop and Primark, UK retailer TK Maxx has teamed up with Technic to create a new make-up range.

The collection includes 14 kits to help women create a range of party looks.

The kits include Technic Shimmer Lashes Party Box (£4.99) contains two pairs of false lashes and shimmer dusts in gold and silver, Technic Bronzing Party Box



(£4.99) houses matt bronzing powder for the cheeks and temples, and Technic 6-piece pink brush set (£5.99).

Technic Sparkle Set (£4.99) offers three lip glosses and three sparkly eyeshadows and applicators, while Technic Party Nails Box Set (£5.99) has three sparkly nail varnishes, cuticle sticks and a toe separator.

The sets will be available from October.

## Bulgari's marvellous skin care line

Bulgari is celebrating its 125th anniversary with a new skin care line called Merveilleux.

Elixir Merveilleux is concentrated anti-age serum with Face-Sculpt technology said to redefine and sculpt facial contours. The matching Baume is said to nourish and restructure dry skin with Nutri-Restore Complex, shaku butter and Firm-Skin Technology. Regard uses Eye-Design Technology to stimulate collagen produc-

tion and firm the eye area.

Available in Spain, the line is priced €120 for the eye cream, €220 for the balm and €240 for the serum.



## Sisley set to sparkle for Christmas

French beauty house Sisley plans to sparkle this Christmas.

The company has created a limited edition Soir de Lune edp, whose bottle has been customised with sparkling Crystalised Swarovski Elements. Each of the 2000 sets is priced £270.

Sisley will also launch its traditional Eau du Soir limited edition, which this year is bottled in a blue coral crystal flacon. The 8000 bottles are priced £150.



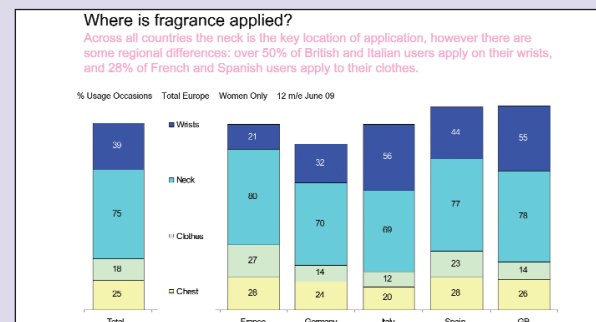
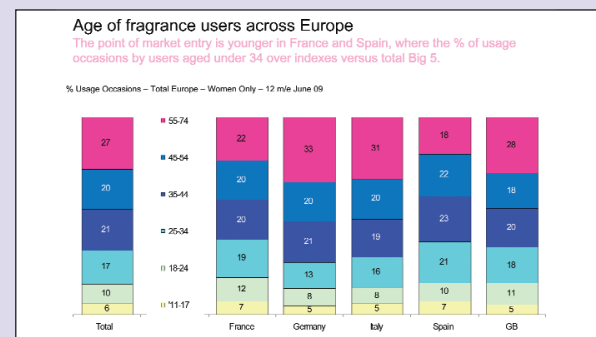
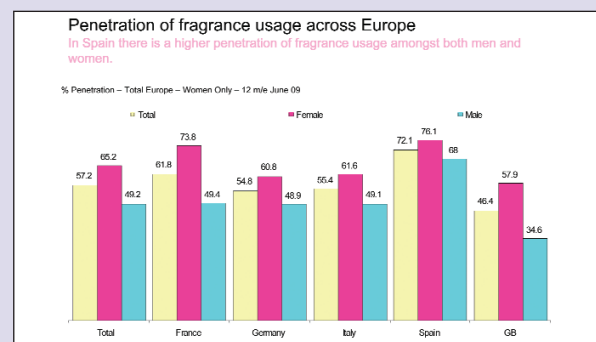
The company has also developed a seasonal selection for eyes and lips.

Phyto-Star Eyes is a chrome compact that contains four luminous and shimmering shades for day and night. The compact is priced £54.50.

The Baroque Chic range, featuring two new Phyto-Lip Shine shades in Sheer Baby and Sheer Plum, are both available at international retail, priced £23.50.

## > STATISTICS IN FOCUS

### Fragrance reigns in Spain



- In Spain the penetration of fragrance use is highest amongst both men and women.
- Fragrance penetration is lowest overall in GB.
- German fragrance users tend to be older, while Spain and France tend to be younger.
- In Spain and France the point of market entry is slightly lower than for the other Big 5 countries.
- The neck is the key site of fragrance application, however there are regional differences in secondary and tertiary application sites.

Source: TNS Worldpanel 2009 - data provided by Ben Cawthray and Tessa Impey

To find out more about the fragrance market, contact Sarah Taylor at: [staylor@camarguepr.com](mailto:staylor@camarguepr.com) or phone her at +44 20 7636 7366.

