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BULLETIN

MAYBELLINE NEW YORK AT FASHION WEEK



Charlotte Willer at Cynthia Rowley. Maybelline New York just participated in their fourth season as the official makeup sponsor of Mercedes-Benz Fashion Week in New York City.

-Continued on Page 47

ESTÉE LAUDER TAPS ANDRIANI

Gustavo Andriani has joined Estée Lauder as executive director of marketing for North America. He joins the company

-Continued on Page 47

ANNETTE GREEN JOINS BOBCAR EXPERIENTIAL MEDIA



Benjamin Cohen, founder and president of BobCar Experiential Media, announced that Annette Green, president emeritus of

-Continued on Page 47

SALLY HANSEN'S NEW STYLE ADVISOR



Fashion and style expert Mary Alice Stephenson is bringing her eye for trends to Sally Hansen as their new style advisor.

-Continued on Page 47

BAUZA AND GONZALEZ TALK CONSUMER STRATEGY AT CEW

Cosmetic Executive Women (CEW) hosted their first Newsmaker Forum of the new year on February 15 with Carmen Bauza, vice president of beauty and personal care for Wal-Mart Stores Inc., and Muriel Gonzalez, executive vice president/GMM for cosmetics, fragrances and shoes at Macy's Inc. The sold-out discussion, moderated by CEW chairperson Jill Scalamandre, focused on strategies for reaching and attracting today's consumer.

"These are two of the most powerful retailers in the business," said Carlotta Jacobson, president of CEW. "They



Walmart's Carmen Bauza with Macy's Muriel Gonzalez and Carlotta Jacobson of CEW.

both share a spirit of camaraderie, generosity and curiosity."

-Continued on Page 28

CLÉ DE PEAU REDEFINES SKIN CARE REGIMEN

After extensive research, Clé de Peau Beauté has reformulated their essential skin care regimen to incorporate groundbreaking scientific advancements and a more complete understanding of the skin's function and capability. With the launch of the new skin care collection, Clé de Peau Beauté is introducing a new Illuminating Complex—an exclusive ingredient developed based upon a proprietary finding that each individual cell has the ability to process information on its own and to communicate with other cells.

Composed of elements such as natural silk and pearl extracts, the complex helps to regulate and maintain the life of skin cells from birth by reducing cellular stress and restoring balance. The result is a first in skin care innovation—the creation of "Illuminating Cells," which are healthier, more translucent cells

-Continued on Page 30



PARIS HILTON GETS ON BOARD WITH FRAGRANCE TRIO

Celebrity style icon Paris Hilton is launching a new trio of fun and playful scents, The Paris Hilton Passport Collection, which is inspired by her jet-set lifestyle and her favorite destinations—Paris, Tokyo and South Beach.

"My life takes me around the world, and I love to go to my favorite places near and far to see my fans," said Hilton. "Passport is a personal and private invitation to imagine yourself splashing in the surf with me in Miami, indulging in



a shopping spree at the poshest boutiques in Paris, or nibbling sushi side by side in Tokyo!"

Each of the three fragrances has its own identity, reflecting the pulse of the city that is

its inspiration. Created by Firmenich perfumer Honorine Blanc, Paris is a fruity oriental with flirty top notes of

-Continued on Page 32

BULLETIN



MEN'S HEALTH

Brian Boyé
Fashion/Grooming
Director

Favorite Products:

Best quick-fix: Dr. Dennis Gross Skincare Alpha Beta Peel (and his soon-to-be-released Glow Pads). My favorite scent: Eau d'Italie's Sienne L'Hiver. Best grooming gadget: The Art of Shaving + Gillette Fusion Chrome Collection Power Razor.

Beauty is: Confidence. Taking a few extra minutes daily to improve your appearance boosts your confidence. Feeling secure about how you look sets the stage for success. Our mission at *Men's Health* is to give guys the tools and information they need to look their best every day.



PARENTS / AMERICAN BABY

Tracy Perez
Beauty Director

Favorite Products:

Tinted moisturizer, a rosy cream blush, and brightening concealer for my eyes.

Beauty is: Kind eyes, a warm personality, confidence, and the ability to embrace what makes you unique.



COSMETIC WORLD

Brittany Burhop
Executive Editor

I'm Britt, the face behind these pages, and from one editor to another, I want to thank each of you for sharing your beauty tidbits with me and *Cosmetic World's* readers. This industry is full of innovative thinkers, team players and beautiful people, inside and out. We are the lucky ones. ■CW

MAYBELLINE NEW YORK

-Continued from Page 25

Charlotte Willer, global makeup artist for Maybelline New York, worked with her team and an exciting roster of designers to create runway makeup looks at the following shows: **BCBGMAXAZRIA**, **Betsey Johnson**, **Carlos Miele**, **Catherine Malandrino**, **Custo Barcelona**, **Cynthia Rowley**, **DKNY**, **Max Azria**, **L.A.M.B.** and **Vivienne Tam**.

ESTÉE LAUDER

-Continued from Page 25

from **Monitor Consulting**, which has worked with Estée Lauder on both brand and affiliate strategies.

ANNETTE GREEN

-Continued from Page 25

The Fragrance Foundation, will be BobCar's first ever "beauty brand spokesperson." The **BobCar Mobile Beauty Boutique**—a new, patented marketing concept—will provide a unique form of retailing outreach by allowing beauty companies to provide hands-on product information, education, demonstration and sales, literally "on the streets" of America.

"With BobCar Mobile Beauty Boutique, we'll have zero-emission electric vehicles in highly-trafficked areas where people can speak with trained brand ambassadors, try the

latest colors, smell new fragrances and experiment with beauty care products. Customers are stimulated to visit stores to purchase the products they have just discovered and experienced in the entertaining BobCar environment," said Cohen. "Our patented BobCars have already increased sales figures up to 200% in past campaigns with some of our technology-based clients. That's real selling power, and we are fully synergistic with the local stores' efforts. A definite win-win for all concerned."

The BobCar Mobile Beauty Boutique is making its official debut at this year's PCPC annual meeting in Palm Beach.

SALLY HANSEN'S NEW STYLE ADVISOR

-Continued from Page 25

She will more closely align the Sally Hansen brand with the fashion world, share her trend expertise and serve as a voice for the media.

"We're so thrilled to be working with Mary Alice," said **Annette Devita**, senior vice president of marketing for Sally Hansen. "We're confident that her intuitive style sense and considerable on-camera experience will elevate the brand and keep Sally Hansen ahead of the trends."

NEW PRODUCTS

SALLY HANSEN

Salon Effects Nail Strips



Category: Nail care
Launch: February 2011
Claims: Available in shiny neons, high-shine metallics and high-fashion patterns, this easy and affordable at-home nail technology

has no dry-time and puts bold color and instant glam at your fingertips—just peel, apply, file and go.

Stats: \$9.99

DERMABLEND PROFESSIONAL

Powder Brush



Category: Tools
Launch: March 2011
Claims: With tapered bristles containing no animal hair, and a black glossy ferrule made from recycled aluminum, this professional makeup brush is environmentally friendly and provides flawless application.

Stats: \$32.00