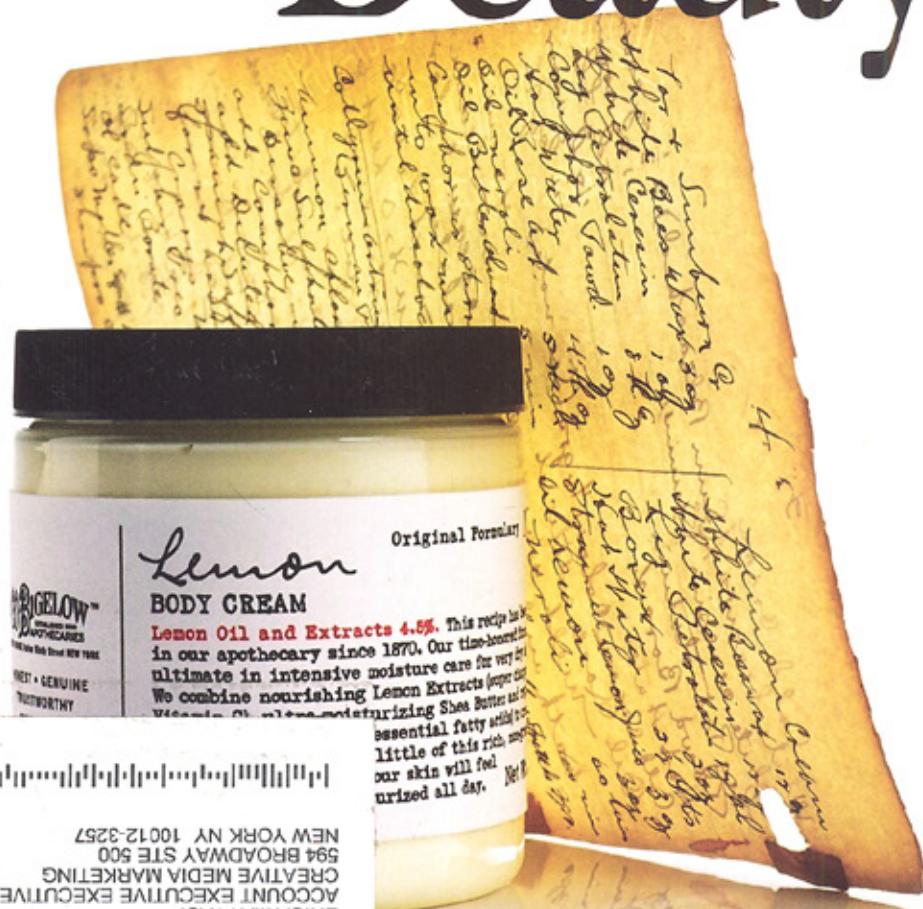


Real Beauty

CO Bigelow's Ian Ginsberg tells us how his single-site apothecary developed a timeless beauty brand by focusing on authenticity rather than convenience.



#BBBRRFM.....AUTO...SCH 3-DIGIT 100
261 P 1 S 12 16
ERICA MAYYASI
ACCOUNT EXECUTIVE
CREATIVE MEDIA MARKETING
594 BROADWAY STE 500
NEW YORK NY 10012-3257
PERMIT #76
HIGHLAND MI
PAID

Category Insight
Stay Beautiful

The Look
Natural Body Spa and Shop

Best Practices: Pharmacies
The Only-Stop Shops

A quick look at noteworthy products in all categories

NEW & NOTABLE

Avalon Organics Organic Lip Balm

These USDA-certified organic lip balms provide lasting moisture to comfort dry, chapped lips. Available in three blends of natural flavors and organic essential oils: Nourishing Cherry Aloe, Refreshing Peppermint Green Tea, and Soothing Vanilla Rosemary.

www.avalonorganics.com



Wet n Wild Fast Dry Nail Color

These vivid nail colors come in a no-wait formula and apply smooth for streak-free, even coverage. Available in Everybody Loves Redmond, 9.0.2.1 Orange, The Gold & the Beautiful, Blue Wants to Be A Millionaire, and more.

<http://www.wnbeauty.com>



Goody Modern Organica Hair Accessories

Mother of pearl embellishments provide a feminine feature, while earth stones and nature inspired designs add a glamorous touch to any ensemble. Available exclusively at Target.

www.goody.com



Freeman Beauty Beautiful Feeling Beautiful Collection

A full range of good-for-you skin and body care products packed with potent natural ingredients such as extracts goji berry, kiwi, and pink grapefruit to revitalize your skin.

www.freemanbeauty.com

Dermablend Professional Makeup Brushes

These eco-friendly brushes provide flawless application and are made from materials like recycled aluminum and bamboo.

www.dermablend.com



Cali Cosmetics Oliva Green Line

An organic twist on the classic Oliva line and based on the beauty benefits of olive oil, this line is rich in vitamin A, vitamin E, beta carotene, and squalene.

www.calicosmetics.com



Koh Gen Do Cleansing Water Cloths

These cloths gently remove even waterproof makeup and skin impurities in a single sweep with mineral-rich cleansing spa water. Made with the thermal water from Yumura Hot Springs in Izumo, Japan.

www.kohgendocosmetics.com



Nature's Gate Classics Sun Care

These three fragrance free blends feature superior SPF protection and are entirely oxybenzone-free.

www.natures-gate.com



got2b Rockin' It Collection

Small micro-resin particles are amplified for power but lay very finely and evenly distributed on the hair, helping to create strong hold without that helmet feel.

<http://got2b.us>



Joico K-Pak Reconstrx Vapor Iron

The first styling iron that reconstructs as it styles uses a powerful blend quadramine complex, which includes exclusive proteins, antioxidants, essential fatty acids, and botanical moisturizers.

www.joico.com



HEALTH & BEAUTY CARE