

NATURE'S FACE

Nature's Gate introduced its Facial Care collection. Each product features the company's exclusive blend of 7 Beautiful Skin Botanicals, and the new selections include Rice Bran Cleansing Milk, Lemon Verbena Cleansing Gel, Rice Bran Moisturizer, Oil-Free Lemon Verbena Moisturizer, Avocado Night Cream, Grape Seed Eye Cream and Borage Serum. Created with botanicals in gentle, dermatologist-tested formulas to deliver a range of anti-aging benefits, the collection is available at health and natural food stores, as well as www.natures-gate.com.



NATURE'S GATE

AYURVEDA ELEMENTS

Exquis Advanced Ayurvedic Skincare is a new line that aims to offer highly effective, natural skin care products with hand-selected ayurvedic ingredients. The line currently includes Deep Cleansing Wash, with basil extract and salicylic acid; Ultra Moisturizer with SPF 15, with turmeric, sandalwood and vitamins C and E; and Anti-Aging Moisturizer, with neem, vitamins C and E, aloe vera and avocado. www.exquisskincare.com



EXQUIS

BALLET BEAUTY

OPI announced six new additions to its SoftShades collection. Inspired by the New York City Ballet, the nail lacquers come in five sheer colors lightly tinged in hues of beige, pink, white, lilac and gray, as well as a silver sparkly lacquer: Barre My Soul, You Callin' Me a Lyre?, Don't Touch My Tutu!, Care to Danse?, My Pointe Exactly and Pirouette My Whistle, respectively. Available at professional salons, including Beauty Brands, Beauty First, Chatters, Dillard's, JCPenney, Pure Beauty, Regis, Trade Secret and Ulta. www.opi.com



SUNNY OUTLOOK

Jurlique debuted Purely Sun-Defying Moisturizer with SPF 15 Sunscreen, a moisturizing and protective day cream that combines proprietary Biodynamic Blends with sunscreen active ingredients to help protect against environmental aggressors and strengthen the skin's support system. It includes buriti oil, natural Red Sea algae, zinc oxide, titanium dioxide and more to help soothe skin, fight against free radicals, fade discolorations and brighten skin for increased radiance and overall skin wellness. www.jurlique.com



JURLIQUE

BRAND NEWS

Kao USA Inc. announced plans to relocate the company's corporate headquarters from its current location to downtown Cincinnati, as well as make significant investments in its Spring Grove, Ohio, R&D and manufacturing facilities.

Shiseido signed actress Jennifer Connelly as the global spokesperson and face of the Shiseido skin care line Future Solution LX.

Old Spice launched a new campaign for its current lineup of Old Spice Red Zone body sprays, as well as introduced a new *Danger Zone* scent that is available in deodorant and body wash. The campaign also brings back Old Spice brand ambassador Terry Crews.

L'Oréal Paris named Hungarian model Barbara Palvin as its newest global ambassador.

Australian men's skin care line **Dirt for Men** announced its U.S. launch on www.aveyou.com.

Soap brand **You Smell**, which offers paper and bar soaps, was featured on the entrepreneurial ABC show *Shark Tank*.

La Fresh announced actress Virginia Williams as the new spokesperson and face of all its brands, including its Eco-Beauty line.

Ecru New York made a new distribution partnership with Shiago Group of Australia.

Nicole Scherzinger partnered with **Herbal Essences** as its new global brand ambassador.

Merlot Skin Care is now available at Duane Reade.

Wet n Wild has partnered with Fergie as its new global beauty ambassador.

Flirt! Cosmetics teamed with Kelly Framel of style blog *The Glamourai* as its new "It Girl" and style ambassador in support of the brand, beginning with product launches of Flirt! Agent Lash Mascara and *Kittenesque* Perfume Spray.

The new **Secret** Outlast Anti-Perspirant and Deodorant Collection has partnered with *Flipping Out* star Jenni Pulos to promote the products.

Amway beauty brand **Artistry** announced its partnership with Australian screen actress Teresa Palmer as the new global face for its skin care and color cosmetics.

PEOPLE

John Nosek to president, **Kao USA Inc.**

Spencer J. Brown to CEO, **ANSR:**

Soraya Thonier to marketing coordinator, **Sothys.**

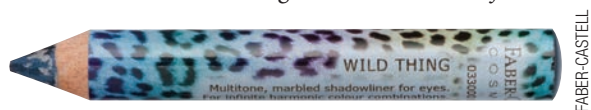
Shawn Haynes to vice president of retail sales, **e.i.f. Cosmetics.**



NOSEK

BOLD AND BRIGHT

Faber-Castell Cosmetics launched a range of new vividly hued products. Among the selections are Wild Thing, a multi-tone, marbled shadow eye liner collection; Naughty by Nature, a range of full coverage eye and lip liners in clear, bright colors; Fluo Pastels, delicate shimmer eye shadows; Eye-Stain N Shade, an eye stain with smoky shadow; Tint N Powerbalm, lightweight tint that colors the lips for hours with a balm that creates deeply moisturized lips; Power Nails, comprised of Mineral Repair for flexible and strong nails, and Oil Repair for healthy nails; and French Nails with Minerals, an intense nail white pencil that offers natural nails a clean and bright white look. www.faber-castell.com



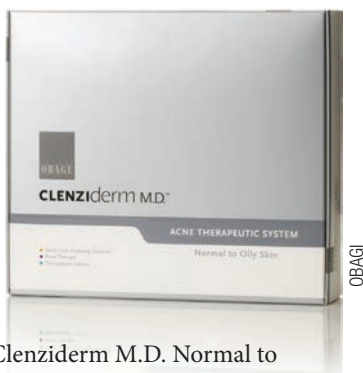
INSTANT WHITE

Crest introduced 3D White Glamorous White Toothpaste and Crest 3D White Intensive Professional Effects Whitestrips. The new toothpaste utilizes a shine technology said to noticeably brighten teeth after just one brushing, and the new strips provide, according to the company, professional-level whitening results in seven days. Also, the toothpaste's formula was specially designed with a dual silica system and Crest 3D White's proprietary radiance technology to deliver results, and the strips contain clinically proven and enamel-safe ingredients. Available at mass retailers and drugstores. www.3dwhite.com



MEDICAL AESTHETICS

Obagi launched Elastiderm Eye Complete Complex Serum and Clenziderm M.D. Normal to Oily System. Elastiderm Eye Complete Complex Serum is formulated with a patented bi-mineral complex, malonic acid and caffeine to improve the appearance of fine lines and wrinkles around the eye. The Clenziderm M.D. Normal to Oily System is an edition to the company's existing Normal to Dry System. The system includes Daily Care Foaming Cleanser, Pore Therapy and Therapeutic Lotion for clear skin. Available in dermatology, plastic surgery and other aesthetic physicians' practices. www.obagi.com



EXTRACT FORTIFIED

Dr.Hauschka Skin Care introduced three new formulas to its collection of body moisturizers—Almond Body Moisturizer, blended with extracts of St. John's wort, quince and marshmallow; Lemon Lemongrass Body Moisturizer, with sage and quince seed extract; and Lavender Sandalwood Body Moisturizer, with wood sorrel, macadamia nut, apricot kernel and avocado oils. Available at select retailers and www.drhauschka.com.



FEELING FLAWLESS

Benefit Cosmetics debuted Hello Flawless Oxygen Wow! oil-free, SPF brightening foundation makeup. Offering light to medium coverage, the foundation also features a natural finish, hydrating benefits and light-diffusing properties. It is available in nine shades. www.benefitcosmetics.com

LIP SCRUB

Bite Beauty launched Whipped Cherry Fruit Scrub, a fruit scrub designed to exfoliate and condition lips that is enhanced with a sweet dark cherry flavor. Enriched with the anti-aging antioxidant resveratrol, cherry fruit acids and rice bran, along with soothing jojoba beads and vitamin C, this multitasking scrub brightens lips, smooths fine lines and wrinkles, and soothes chapped lips. Available at Sephora. www.bitebeauty.com



BITE BEAUTY

PRO SUN CARE

Mug For Men, Inc. launched Pro-Star All-In-One Face & Body Wash + Sunscreen. Designed with athletes in mind, the product is used to fight premature skin aging and skin cancer without impeding athletic performance from sticky, greasy hands or sunscreen-laced sweat. A face and body wash armed with a broad-based SPF 15 sunscreen, it cleans the skin while patented emulsion-based technology allows Pro-Star to bind sunscreen to the skin's oils. www.mugformen.com



MUG FOR MEN

NATURAL ANTIPERSPIRANT

Tom's of Maine launched an antiperspirant line formulated with sustainably sourced ingredients. Naturally Dry's wetness protection ingredient, aluminum chlorohydrate, is made from recycled aluminum derived from natural mineral bauxite ore. The formulations also contain olive leaf extract for its antimicrobial benefits. The antiperspirant provides 24-hour odor protection and is available in Unscented and Natural Powder scent varieties. www.tomsofmaine.com

CALMING CLARITY

Jack Black released Dry Erase Ultra-Calming Face Cream, a new product that mimics the structure of natural skin lipids by locking in moisture and helping to replenish skin's natural protective barrier. The formula also boosts skin's defenses; reduces redness, fine lines, flakiness and tightness; and fights signs of aging. Available at Nordstrom, Neiman Marcus, Bloomingdale's, Saks Fifth Avenue and www.getjackblack.com.



JACK BLACK