

## A FRESH FLUORIDE KISS

**Kiss My Face** is offering its fresh oral care formulation in two new toothpastes, Triple Action Fluoride and Triple Action Fluoride Free. The Triple Action toothpaste features anti-plaque benefits from ingredients such as xylitol, tea tree and olive leaf extract, which help fight cavities and promote a healthy mouth. Available at Whole Foods, natural supermarkets and [www.kissmyface.com](http://www.kissmyface.com).



KISS MY FACE

## STRIKING SHIMMER

**Faber-Castell Cosmetics** developed Eternal Treasures, a new cosmetics collection that pays tribute to gems and fine minerals. The Gold Rush makeup products brighten the face to make eyes and lips appear vibrant and luminous, and its products include Powder Shadow, Metallic Liner, Shimmer Liner, Twinkling Lashes and Shimmer Gloss. The Black Pearl makeup products focus on the eyes and include Pure Ebony, Deep Velvet, Soft Carbon and Gorgeous Gloss pencils. All eye formulations are free of parabens and ophthalmologically tested. [www.fc-cosmetics.com](http://www.fc-cosmetics.com)



FABER-CASTELL COSMETICS

## DEFYING AGING

The new **Artistry Time Defiance UV Defense SPF 50**, exclusively from Amway, protects skin from sun damage and helps reduce the appearance of existing dark spots, discolorations and redness. Using an exclusive Balanced Brightening Complex that includes 10 natural plant extracts known for their brightening, soothing and antioxidant properties, the product's ultra-light formula absorbs instantly, which means no ashy look regardless of skin tone. [www.amway.com/artistry](http://www.amway.com/artistry)



AMWAY'S ARTISTRY

## MANLY SKIN CARE

**Skin Authority** released Skin Authority Man, a daily regimen of anti-aging skin care products designed to address men's skin care needs. The line includes Age Defying Daily Wash, an antibacterial gel that leaves skin refreshed and ready for a shave; Age Defying Shave Serum, a serum that lifts the hair shaft and moisturizes skin; Age Defying Conditioning Toner, which firms and tones skin as it calms irritation and prevents razor bumps; and Age Defying Hydrating Sunscreen SPF 30 UVA 4-Stars, a lightweight moisturizer with full-spectrum UV protection to minimize aging effects. [www.skinauthority.com](http://www.skinauthority.com)



SKIN AUTHORITY

## BRAND NEWS

**TPR Holdings** acquired a controlling interest in **Cargo Cosmetics**.

**Boldface Licensing + Branding** announced the launch of its initial license—**Khroma Beauty** by Kourtney, Kim and Khloe Kardashian.

**Revlon** acquired assets of **Bari Cosmetics**, including the Pure Ice nail care and Bon Bons makeup brands.

**Coty** and Korean cosmetic company **LG Household & Health Care** announced the creation of Coty Korea, a joint venture established to expand the presence of both companies in the Korean cosmetics market.

**L'Oréal Paris** partnered with Mexican media personality Martha Debayle as the new face for Excellence Creme Pro-Keratine Hair Color.

**High Ridge Brands** signed a definitive agreement to acquire the rights to the **White Rain** brand from **Sun Products**.

**ICMAD** named Joseph Atencio of ChemAid Laboratories, Alisa Marie Beyer of The Beauty Company, and John Maly of Mirabella Beauty as new board members.

**Cynosure** received 510(k) clearance from the FDA to market a home-use, OTC device for the treatment of facial wrinkles. The device was developed in partnership with **Unilever**.

Beauty branding and strategy firm **HatchBeauty Agency** announced the acquisition of **Gorbec Pharmaceutical Laboratory**. The result is **HatchBeauty Labs**, an R&D lab facility.

**P&G** announced gymnast Jordyn Wieber as an ambassador for P&G Beauty brands, including CoverGirl, Head & Shoulders, Olay and Venus.

**Fisk Industries** acquired the **Zuri Cosmetic** brand.

**Georgie Beauty** launched its faux lashes and lash adhesive on Nordstrom.com.

**SeneGence** announced its expansion into Brazil and Switzerland.

## PEOPLE

**Michele Scannavini** to CEO, **Coty**.

**Tracey T. Travis** to executive vice president and CFO, **The Estée Lauder Companies**.

**Jacques Challes** to chief innovation officer, **L'Oréal**.

**Melisse Shaban** to chairman, and **JuE Wong** to CEO, **StriVectin**.

**Peter Gladel** to vice president, global brand marketing; **Jeanne Chinard** to global creative director; **Belinda Schwart** to director, creative operations; **Sandy Cordero** to director, operational marketing; and **Raychel Wade** to global color ambassador, **La Prairie**.

**Jeanette Garner** to vice president, e-commerce, **Shiseido Americas**.

**Dina Strachan, MD**, to beauty board member, **CVS/pharmacy**.

**Jack McClendon** to director of professional sales, **Tweezerman**.

**Mindy Dillan** to director of sales, **Aloxxi**.

**Caroline Anderson** to director of marketing, **CND Shellac**, **CND**.

**Kim Burrs** to vice president, marketing; and **Donna Regii** to vice president, sales and education, **Too Faced Cosmetics**.