

## CARING ENVIRONMENT

**Eco Lips, Inc.** introduced its complete Lip Care Kit of seven different organic lip balms plus four accessories. The products are available at health food stores and other retail outlets.



ECO LIPS, INC.

## NANO WHITE

**SwissDent** introduced a line of tooth-whitening toothpastes that contain nanoparticles of peroxide, enzymes, fluoride, coenzyme Q10 and vitamin E. Nanowhitening and Xstain, for smokers, is being positioned for prestige distribution and, according to



SWISSDENT

the company, has the potential for global sales of \$630 million.

## BODY TREATMENT

**Ojon** launched its Rare Harvest Tawaka Collection, a series of highly concentrated treatments for hair and body. The first product to launch is Tawaka Ancient Tribal Rejuvenating Cream, a full-body treatment designed to hydrate and return oils to the hair and skin with wildcrafted ingredients including Tawaka cacao. The



OJON

collection is available exclusively through QVC.

## CONTRACT MANUFACTURING AND PRIVATE LABEL

### SEMI-PERM COLOR

**COSi** launched its new range of Aurora Hair Lights—available in blue, yellow, pink, purple and red. The product is gel-based with glitter pigments blended with color. The non-flaking sparkling pigments dry on the hair rather than penetrating the strand, and the temporary gel washes out with shampoo.



COSI

### GREEN BUBBLES

**Alban Muller International** introduced a line of eight natural personal care products. The Bubbles line includes bath foam, bath oil, a mask, shower gels and shampoo. The line is available online at [www.albanmuller.com](http://www.albanmuller.com).

# Tracking Trends

with Marguerite La Corte

## Romance can be a daily pleasure

Ask most people and they'll tell you they know what romance is and that they want to have it in their lives. Yet, what truly signifies romance? Interestingly, I sense that the meaning of romance cross-culturally has subtle hints of similarity and yet remains an individual thought and emotional feeling.

There are variations on the word, yet overall it refers to an emotional attraction or love affair. In the case of Valentine's Day, which is celebrated in the U.S. more than any culture I have visited during my trend travels, thoughts of heart-shaped boxes filled with chocolates, red roses, greeting cards and candlelight dinners are ingrained in our thoughts. Most European and South American cultures think it's "Oh so American," but don't we all need a little romance in our daily lives?

Manufacturers within the beauty, fashion and even food industries seem to think so, and not just within the U.S. culture. We are fortunate to be able to purchase a little romance for ourselves or for others, not only lavishly expensive items but those that can be used every day.

One of the elements included in my Written Trend Reports is a lengthy list of descriptors to support a particular global trend theme. In the case of romance, I've listed on-trend descriptors that can change often within a culture—depending upon what is occurring socially, economically and emotionally. In the past few months, I have gone on trend treks in South America, Western Europe and the U.S., and descriptors for romance include: tender, warm, cozy, ripe, sensual, pleasure, love, lust, flirting, hearts, sparkle, soft, bubble bath, spray-on body oils, handwritten letters, feathers, petite scented candles, scented pens and pencils, mango, passion fruit, lavender, amore, orchids, flower petals, rose, gardenia, lily of the valley, kisses, strawberries, champagne and cognac.

Here are some of my favorite finds:

**Kamasutra Strawberries & Champagne** is a wonderful tin filled with sensual items for both men and women. Luscious strawberry- and champagne-scented honey dusting powder with a feather applicator and Oil of Love and Stimulating Pleasure Balm—wrapped in an elaborate label with graphics of embracing couples and exotic animals.



KAMASUTRA STRAWBERRIES & CHAMPAGNE



NATURAL SOAP

**Natural Soap** from Chile. The powdered Rose Milk Bath is made from sea salts that are rich in minerals and botanical extracts. Two spoonfuls turn a bath into a luxurious hydrating creamy milk bath. The tin is a traditional paint can with simple graphics on a paper label that exemplify the naturalness of the product.

**Ushuaia Xalte** Mexican Orchidee is a hydrating body wash. The rose-colored gel formula turns into a marvelous lather and leaves skin feeling silky smooth. The fragrance is a sensual combination of floral and oriental wood notes.



USHUAIA XALTE

**Seiun Amore by Nippon Kodo**

means "incense of love." The floral woody scent is an aphrodisiac, and includes lily of the valley, rose, jasmine and iris mixed with pure sandalwood to induce a feeling of sensual calmness. The packaging was designed by the world famous architect Italo Lupi—who also is the art director for two Italian art magazines, *Domus* and *Abitare*, and the head art director of the last winter Olympics.



NIIPPON KODO

Sarah Jessica Parker's **Lovely**, from **Coty**, is a truly feminine fragrance housed in a tender pink flacon. It's a personal favorite that makes me feel romantic anytime day or night. Juicy mandarin and apple martini sparkle as creamy orchid and paperwhites blossom into seductive amber and musk notes.



COTY, INC.

**Give Me the Shimmers**

**Body Powder**, from **Victoria's Secret**, is a luminescent body powder that features the *Sexy Little Things* fragrance. It is not only feminine, it's sensual and fun. The pink marabou feather puff is used to caress the skin, and, by turning the bottle upside down, it delivers the right amount of shimmery glow highlights to flatter skin.



VICTORIA'S SECRET

**Maybelline's Dream Mousse Shadow** in romantic heavenly pink feels soft to the touch, and its air-whipped texture provides luminous, long-lasting color on eyes. Scientifically advanced mousse formula wears like a super-smooth powder, and its creamy texture glides gently and evenly across eyelids.



MAYBELLINE

**Weiss Heart-shaped Cookies** from Germany are made from spiced gingerbread and covered in bittersweet chocolate. These delectable soft chewy treasures are filled with apricot jam. Traditionally used at holiday time, gourmet shops and Web sites sell them all year long for those of us who want a sweet indulgence anytime.



WEISS

So, where will my trend trekking take me next? Journeys planned for 2007 include: Eastern and Western Europe in May, Scandinavia and Western Europe in September and Asia and India in late November.

*Marguerite*



MARGUERITE LA CORTE

**MARGUERITE LA CORTE** is a global trend tracker for the beauty industry. Reach her at [daisyvino2@yahoo.com](mailto:daisyvino2@yahoo.com), 1-212-315-5802.

**BRAND NEWS**

**The Face Wrap** has extended its distribution to the U.K. through Internet retailer *TheVitalityShop.com*.

**Pangea Organics** was awarded the "Best New Product" for its Japanese Matcha Tea with Acai & Goji Berry Facial Mask at New Hope Natural Media's Natural Products Expo East 2006.

**Challenger Capital Group** announced its client, **Caleel + Hayden**, has sold a majority equity stake to **North Castle Partners**.

**PEOPLE**

**COSi** announced the following additions: **Bobby Tolan** to executive chairman; **Stuart Meldrum** to CEO; **Ran Oren** to CFO and director of COSi holdings.

**ROSY SKIN**

**Le Petit Prince** introduced *La Rose du Petit Prince* Body Lotion and *La Rose du Petit Prince* Bath Gel as part of its *La Rose du Petit Prince* line. The products are packaged in baby pink, fuchsia and violet colored bottles with an illustration of the Little Prince.



LE PETIT PRINCE

**LIGHT AND BRIGHT**

**Suki** introduced its Intensive Complexion Brightening Cream with a time-release enzyme-c. The product is blended with rose wax, organic oils, shea butter and yeast extract. The cream is available at Whole Foods Market retailers.



SUKI

**COCOA BATH**

**Asiana** introduced its Real Dark Chocolate Coconut Milk Bath, a milk bath that features dark cocoa powder rich in antiaging polyphenols and a high concentration of premium Ghirardelli dark chocolate.



ASIANA

**PINUP LIPS**

**Lulu Beauty** launched its *Bettie and Grace* Lipsticks, based on pinup girls of the 1950s, blended with vitamin E and avocado oil to moisturize while protecting lips against environmental damage with a natural sunscreen.



LULU BEAUTY