

French brand **Geodesis** offers a travel-size destination candle—ideal for hotel rooms, country homes, or even a 15 minute massage chair break—that highlights Florida as the locale and grapefruit as its essence, a lively citrus scent that smells like it was just picked from the tree. This is an energizing and uplifting fragrance extracted from the zest of the fruit which is perfect when one is in need of an extra boost. Although it is travel size, this candle has 25 hours of burn time and 10% fragrance oil to really impact the senses.



GEODESIS



HOTEL STRAF

Toward the end of my globe-trotting, I seek a Zen space to recharge my emotional and physical batteries and begin the unwinding process. Few realize the amount of energy and stamina that goes into the physically demanding 30-day treks. After four years, I finally have it down to such a science that the healing process doesn't wait until I'm back stateside but rather begins during the last leg of the trek itself. I call this "travelers maintenance," which is easy to obtain when staying in one of the Well-being & Relax rooms at the **Hotel STRAF** in Milan, Italy.

The personalized design of these rooms demonstrates macro-decorative elements that create an effect of "expansion of space" by using illusionary perspective, such as palisades that extend into infinity. Architectural elements of a well-being corner are blended into this vision leaving behind technological details in favor of a relaxing, isolated dimension. Hotel STRAF offers Sanyo Tokyo model individual massage chairs with Shiatsu, plus the aromatherapy and chromotherapy areas in the room that are within sight but separated from the sleeping area by crystal wall panels. Indeed this is one of my favorite places for design inspiration (retail, packaging and product) and wellness while on the road.

Often products that require the use of electricity help us maintain basic grooming and beauty rituals that we have become accustomed to at home. When you are already toting your laptop, adapter, modem, and so on, any additional plug-in accoutrement can be a burden, and often they don't convert to a foreign voltage or they are simply cumbersome and add stress to carrying already heavy luggage.

Entrepreneurial companies realize that there still is a need to bring the spa environment with us while traveling. The portable **Mini Aromafier** personal room fragrances from **Pearlessence** turns any space into a tranquil environment without the risk of burning down the building since it operates on 2 AA batteries. By placing a few drops of essential oil on the replaceable absorbent polyester pads, the fan produces ultra quiet revolutions to project your favorite scent. Pads can be replaced when changing fragrances. A 5 mL vial of lavender oil is included plus the **Aromasense** six-pack of Australian inspired essential oils is also available. Many prefer to avoid transporting a small bottle of oil whilst traveling, but each of these 15 mL bottles has a unique flip top plug stopper providing a drop control insert for the desired amount of oil. This manufacturer left no stone unturned to make sure you can take your aromatherapy on the go!



PEARLESSENCE, LTD.

Hopefully, I've provided a taste of how our industry needs to and is already addressing the constantly changing needs of the consumer/traveler.

My remaining 2007 proprietary category Trend Reports & Presentations are available now on a first come, first served basis, for the following destinations: Asia in June, South America in August, Western Europe and Scandinavia in October and Asia/India in December.

Marguerite

MARGUERITE LA CORTE is a Global Trend Tracker* who travels the globe over a 30-day period and sells proprietary written reports and creative presentations to the beauty and fashion industries. She can be reached at daisiyvino2@yahoo.com or 1-212 315-5802.



MARGUERITE LA CORTE

*Global Trend Tracker is a registered trademark of Marguerite La Corte.

BRAND NEWS

California Cosmetics announced the addition of BioHexol proprietary blend to its SilkSkin Moisturizing Emollient. The company plans to add the blend to other existing and new products.

Pomega5 introduced its Therapeutic Skin Care line, formulated with organic, cold-pressed pomegranate seed oil, at a Celebrity Retreat during the Sundance Film Festival.

Peacekeeper Cause-metics announced that all profits after taxes will be donated to women's health and human rights advocacy issues. The product line is available online at www.iamapeacekeeper.com and in select Nordstrom stores.

Olay announced that **Marcia Cross** would be its Skin Cancer Takes Friends campaign partner, encouraging skin cancer prevention and detection.

NiCE Ltd. received six awards in the American Instore Graphic Design competition presented by Graphic Design USA.

Ojon sponsored the 2007 Entrepreneur Magazine and American Express Woman of the Year event.

TEEN MASKS

TESS introduced its Go Undercover Strawberry Gel Mask, formulated with strawberry oil, hibiscus flower and green tea extracts and aloe vera; and Magic Mud Eucalyptus Mask, formulated with bentonite clay, biosulphur fluid, witch hazel and calendula. The products are available at select Sephora stores and online at www.sephora.com.



TESS

PORE MINERALS

Larénim introduced Invisi-Pore, a mineral based, pore minimizing concealer. The product is available online at www.larenim.com and at various Whole Foods and Wild Oats retailers.



LARENIM

SCENTED OIL

J'esprit introduced its Shower Oil, available in lavender and morning dew fragrances, formulated with ceramides, vitamins A, B1, B2, C, D, D3 and E, and tea tree oil. The product is available online at www.jesprit.com.

SKIN CARE KIT

Ava MD introduced its Radical Departure kit that includes Orange Calendula Wash, Anti-Oxidant Mist, AHA + BHA Lotion and Retinoid Serum. The kit is available at Barneys in select cities and online at www.avamd.com.