



Tracking Trends

Trend tracker Marguerite La Corte travels the world for beauty companies looking to stay on the leading edge of consumer desire. La Corte will share her insights with *GCI* magazine readers in occasional reports, beginning in December. Here she answers a few questions to get us into the spirit of her globe-trotting work.

GCI: Where is your favorite place to find trends?

ML: That is a toss-up between the incredible design atmosphere of Scandinavia—Denmark in particular—and Eastern Europe where daily life is changing rapidly. In Eastern Europe, the most sophisticated trend-forward mentality is found in the city of Budapest.

GCI: You're always traveling. Tell us about your favorite hotel amenities.

ML: I feel spoiled at the Hotel Artus in Paris which offers fragranced shampoo, body lotion and shower gel by Pascal Morabito. They come in sleek, transparent cylindrical bottles that are luxe inside and out.

GCI: What is the one beauty product the intrepid trend tracker can't live without?

ML: Thirty days of trend tracking is tough on my skin. I transfer Avon's Skin So Soft (SSS) Bath Oil into a small travel bottle so no matter how dehydrated my skin gets I can splash it on.

Watch for La Corte's Trend Tracker report on candles and home fragrance, coming in the December issue.



Trend Tracker Marguerite La Corte

BALANCING PH

PCA Advanced Skin Care Systems introduced pHaze 41 Creamy Cleanser, a facial formula designed to help skin keep its pH balance. Key ingredients include rose hip seed oil, yucca saponins, milk protein and sunflower seed oil.



PCA ADVANCED SKIN CARE SYSTEMS

FADING OPAL

Black Opal released its Fade Solutions Kit for ethnic women, which includes a Pre-Fade Complexion Bar, Advanced Dual Complex Fade Gel and Daily Fade Crème. The complexion bar combines papaya enzymes, vanilla bean grains and wheat germ kernels to cleanse and exfoliate.



BLACK OPAL

IT'S IN THE TECHNIQUE

Seraphim Skin Care introduced its Seraphim Skin Care Technique and Seraphim Skin Care Products. The lines combine a regimen of Retin-A, hydroquinone bleach and alpha hydroxy acids, and are designed to be applied to slowly introduce products to sensitive areas of the face.



SERAPHIM SKIN CARE

MILK MOISTURE

Parisian's Pure Indulgence introduced its body care collection, featuring Goat's Milk Hand & Body Lotion. The lotion is available in both scented and unscented formulas. The goat's milk contains beta-casein that allows for quick skin hydration.



PARISIAN'S PURE INDULGENCE

PURRFECT PAMPERING

Honeycat Cosmetics introduced its line of bath and body products made with vitamins, minerals and proteins. The line includes edible Banana Crème Lick My Fur, Frisky Kitty Bath Time Fizzy with goat's milk and Vanilla Butter Cream Body Bar.



HONEYCAT COSMETICS

UPDATE

Pangea Organics, makers of Ecocentric Body and Skin Care, announced expanded shelf presence and full product placement in Colorado Whole Foods and Wild Oats markets.

Botanical Solutions, Inc. obtained exclusive rights to E'llage products. The E'llage raspberry-based cosmeceutical line is being re-branded as the Derme'llage Skin Care Regimen. The line will be marketed through Web sites designed to promote news and information about skin care.

PEOPLE

Heberto Calves to executive vice president, Kiss My Face Corporation.



CALVES

POWDER AND CREAM

Lulu Beauty released its Lash Crèmes mascara and Eye Shadows line. The eye shadows utilize micronized powders in 20 shades, to be applied with a finger. The mascaras come in two shades with a full wand.



LULU BEAUTY