

TRIPLE-ACTION

Murad introduced Firming Bronzer SPF15, a patented, triple-action formula designed to increase skin elasticity and firmness while providing sun protection. The product blends antioxidants, plant extracts and moisturizing ingredients.



FOR THE FEET

BABOR Cosmetics introduced Feetness, a line of foot care products with a focus on essential oils: blue cypress oil and eucalyptus oil. The line includes Refreshing Bath, Hand & Feet Sugar Peeling, Callus Remover Fluid and Vitalizing Cream & Mask. The products will be available in specialty stores offering skin care services, spas, at the BABOR Institut and at www.babor.com.



TONE REFLECTION

Dial introduced its TONE Sugar Glow Exfoliating Body Wash with M.I.R.R.O.R.S., an interactive program that allows consumers to upload their photos into the program, which then gives them positive reinforcement and feedback on how they look. The product is available online at www.toneskincare.com.



WILD SCRUB

Tea Tree Cooling Foot Scrub, launched by **Earth Therapeutics**, is formulated with wild mint and cooling tea tree oil that complements pumice granules and apricot seeds. The product is available online at www.earththerapeutics.com.



RETAIL DESIGN

Malibu Wellness introduced its EC Mode retail skin care designed to be both eco-conscious and highly efficient. Its practical, reusable dispensers are refillable, using sealed drop-in cylinders made from recyclable plastic. The products are available online at www.malibuwellness.com.



Tracking Trends

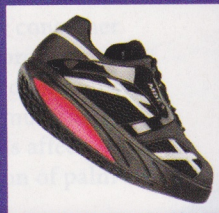
with Marguerite La Corte

Slim, Tone & Energize!

The end of summer doesn't mean going back to lazy habits just because we are no longer exposing as much skin. Quite the contrary! Luckily, several companies are offering easy and practical solutions to help achieve these goals, including innovations from fitness footwear to topical slimming products and even healthful energy tablets.

A Workout While You Walk!

The latest cellulite-busting phenomenon is now arriving into the footwear arena. MBT (Masai Barefoot Technology) physiological footwear is the latest craze throughout Eastern and Western Europe. Designed by Swiss engineer Karl Müller, the footwear is intended to help the wearer mimic the gait of members of the Masai Tribe in Africa, known for their



MASAI BAREFOOT TECHNOLOGY

perfect posture. By walking barefoot on the natural, soft, uneven ground of their East African homeland, the Masai activate those muscles that atrophy when one walks on hard, even surfaces wearing conventional shoes. The new unisex style shown here in black is called Walk Vector and the patented soles help lengthen the body and engage neglected muscle groups.

FitFlops are the hot new fitness sandals—with the gym built right in. The brainchild of David Cook, PhD, senior lecturer of biomechanics at The Academy of Sport Physical Activity & Wellbeing at London's South Bank University, the sandals' unique tapered softer midsole boosts overall leg muscle activity, reduces joint strain, increases calf muscle effort and extends the activation time of the *rectus femoris* and *gluteus maximus* with every step. BrandHandling is the owner of the FitFlop, and in North America and Europe, directly distributes the product to select retailers.



FITFLOPS

Changing The Way The World Re-energizes

Let's face it, keeping up with life's demands isn't always easy. Most people could use a little boost of energy to get through the day, yet concern with the calories, chemicals and sugar that most sports drinks contain, or getting jittery from afternoon coffee breaks, leaves consumers uncertain where to turn for that added boost.



NANO COFFEE

That is why Nano Coffee Energy has been designed for today's person on the go, looking for a healthy and powerful instant alternative. Each packet contains two zero calorie vegetarian tablets, each containing 200 mg of caffeine, equivalent to two American cups of coffee, but without the worry of a caffeine crash. The proprietary blend includes guarana, caffeine, Colombian roasted coffee bean, folate, taurine, vitamins B6, B12 and C, and green tea leaf extract.

Seeing Green!

Result-targeted slimming and anticellulite products are the forefront of body care. Some of the most recent launches are showing up green: green coffee, green tea, green packaging and green formulations. Green coffee seems to be the latest trend ingredient gaining momentum, since it activates lipolysis, is a diuretic, and promotes a smoothing effect on the skin.