



YVES ROCHER

Yves Rocher Lipophénol Végétal Cellulite Intervention promises results in four weeks by using its invigorating and cooling green creamy shower formula, applied by hand and massaged onto wet skin or using the PVC and rubber massager twice daily to specific areas of concern, such as waist, tummy and thighs. The key botanicals include caffeine, green coffee, horse chestnut, ficaria, guarana, peppermint, copaiba resin, kola and ginseng.



L'OREAL PARIS

Not yet available in the U.S. is L'Oréal Paris' PerfectSlim PRO, launched in only a few European countries, which I spotted on my last trek to Eastern and Western Europe. Inspired by professional massage techniques, it has two rows of what can best be described as plastic roller teeth on the head of its chartreuse bottle to roll the light green gel formula onto wet skin. The concentrated slimming effect of the gel with co-caffeine CX drains the skin, promising a redesigned body within 15 days.

Pevonia Botanica's Ligne Nymphaea includes Smooth & Tone spa products that work in tandem, formulated with chlorogenic acid. The Morning Formula—to be applied to dry skin after using Smooth & Tone bath and shower gel to stimulate skin's metabolism and to purge the skin of toxins and excess water—is a velvety cream with a light café latte color chock full of green coffee (Coffee Robusta), which effectively dislodges cellulitic accumulation, green tea leaf extract, ginkgo biloba leaf extract plus other botanicals; while the Evening Formula's translucent gel adds carnitine to help transform lipids into energy.



PEVONIA BOTANICA

No Caffeine, Just L-carnitine

NIVEA Body continues to maintain its status as one of the world's leading body care lines by constantly introducing innovative formulations to the market. Goodbye Cellulite Gel-Cream is specially formulated with skin's own L-carnitine, which depletes with age. L-carnitine is an amino acid derivative found naturally in the skin that supports the conversion of fat into energy. When applied topically to the skin, L-carnitine reduces fatty acids and promotes collagen synthesis.



To help target the stubborn areas that don't typically respond well to even the most drastic anticellulite measures, NIVEA Body has also designed Goodbye Cellulite Patches

for a continuous release of L-carnitine into the skin, which can be used synergistically with its Gel-Cream.

So the old adage—*no pain, no gain*—no longer applies, with new product launches making it easier than ever to enjoy toned, firm and healthy-looking skin just by adding a few simple products to one's daily routine.

For those seeking innovation insights within R&D, product development and marketing, my remaining 2007 proprietary category 'Trend Reports & Presentations' are available on a first come, first served basis for the following treks: Western Europe and Scandinavia in October, South America in November and Asia (plus India can be piggybacked) in December.

Marguerite

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MARGUERITE LA CORTE

THIRSTY LIPS

Lip Quench, launched by **iQ Derma**, is formulated with Maxi-Lip, a patented peptide complex; Bio-Oil HBSL that helps restore water loss; and olive and sweet almond oils to hydrate and protect against free radical damage. The product is available at www.iqderma.com.



IQ DERMA

LIQUID SHADES

Liquid Make-up, by **NYX Cosmetics**, is available in 16 shades, including Almond and Cappuccino, offering SPF 15 protection. The product is available at Ulta, Duane Reade, Longs Drugs, U.S. beauty supply stores and online at www.NYXCosmetics.com.



NYX COSMETICS

HERBAL OIL

Anakiri introduced its HerbalFusion Face and Body Oil, containing a combination of cold-pressed oils, herbs and nutrients designed to be absorbed into the tissue. The product is formulated with calendula, rose geranium, lavender, chamomile and rosehip. The oil is available at www.anakiri.com.



ANAKIRI

MOISTURE BLONDE

Blondie, a division of **Zotos International**, introduced Blondie to the Rescue, an ultra-moisturizing intense conditioning treatment formulated with goldenseal, chamomile and honey. The product is available at Sally Beauty and other U.S. professional beauty supply stores.



BLONDIE

MALE CONCEALER

Clinique Skin Supplies for Men introduced M Cover, a lightweight concealing stick that provides stay-true color in two shades. The product is available at all U.S. Clinique counters and online at www.cliniqueformen.co.uk.

CHOCOLATEY SMOOTH

Sweet Beauty introduced its chocolate scrubs formulated with natural antioxidants. The scrubs are available in Cherish Chocolate Coconut, Nourish Triple Chocolate and Sense Mocha, online at www.sweetbeautyspa.com.



SWEET BEAUTY