

# BEAUTY : PACKAGING

June 2017

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## APPLY NOW:

COSMETIC APPLICATORS TAKE TOP POSITIONS  
AS BEAUTY'S LATEST SALES INFLUENCERS

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ERIKA HASEN  
ANISA INTERNATIONAL  
225 OTTLEY DR NE STE 230  
ATLANTA GA 30324 4032

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In addition to carrying a selection of NYX Professional Makeup products, select Walgreens stores will also offer testers for NYX Professional Makeup, L'Oréal and Maybelline branded products by the end of the year.

### P&G CLAIMS TOP PRODUCT LAUNCHES

According to a report by Chicago-based market research firm IRI, Procter & Gamble Co. had five of the top 10 non-food product launches in the U.S. in 2016. While the consumer



2016: A banner year for products with first-year sales

products giant usually has three to five products that make IRI's annual list, in 2016, it had five products with combined first-year sales of \$393.2 million.

"We're proud that these innovations from Gillette, Tide, Crest, Tampax and Old Spice earned P&G five of

the top 10 spots – and seven of the top 25," said P&G spokesman Jeff LeRoy. "These successful product launches underscore P&G's commitment to creating innovative, irresistibly superior products that delight consumers and drive category growth."

However, while the number of products was a high, the average revenue per launch reportedly hit a four-year low.

### ANISA INTERNATIONAL CELEBRATES 25 YEARS IN THE COSMETIC INDUSTRY

Anisa International is celebrating 25 years of brush-making and cosmetic tool design. CEO Anisa Telwar-Kaicker founded Anisa International as a marketing and distribution



Anisa Telwar-Kaicker credits industry support for success.

partner for cosmetic brushes at a time when interest in makeup artistry tools was first flourishing. With rapid growth and key partnerships with some of the biggest names in the beauty world, Kaicker launched a state-of-the-art manufacturing facility in Tianjin, China.

"It is the friendships and partnerships I have garnered over the years that have given my company the support and encouragement to keep going,"

said Kaicker. "It was a very humble startup 25 years ago as I was not formally trained to build a business; but with the assistance and shared opportunities of my peers within the industry—I learned a way to grow this global organization that I truly take pride in."

Over the past year, Anisa International has been in the process of ending all use of animal hair while providing synthetic fiber replacements, and launching three patent-pending fibers—and is also developing a range of brush care products. **BP**

### PUT YOUR PACKAGING AT BRANDS' FINGERTIPS!

Plus, popular features, show previews and more in the July/August issue of *Beauty Packaging*

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- Folding Cartons & Setup Boxes
- Standard/Stock Packaging
- Lids, Caps & Closures
- ADF&PGD New York Preview
- MakeUp in New York Preview

