

GLOBAL COSMETIC INDUSTRY®

APRIL 2017

INNOVATIONS THAT DRIVE BRANDS

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COLOR OUT LOUD

Makeup has its moment

Finding the
White Space
in Natural
Personal Care

Meet the
Product Junkie

Beauty App Roundup

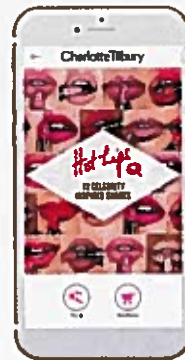
A range of brands and services continue to roll out new beauty apps that enhance the consumer experience. For example, the Glam App provides consumers with an at-home makeover with a click of a button. The app delivers stylists who can do anything from a simple nail polish change to a full-blown makeover right to the consumer's door.

Meanwhile, YouCam Makeup has partnered with Charlotte Tilbury to allow consumers to virtually try on the brand's 12 Hot Lips lipsticks. And ModiFace recently debuted its new augmented reality technology, Light Field Rendering, which makes it easier to adjust for a range of makeup shades in an array of lighting conditions.

Finally, Benefit Cosmetics has commemorated the launch of its new They're Real! Double Lip, a two-in-one lip liner and lipstick, with the launch of the Real Full Lips video generator. Users can log onto Benefit's website and create a custom animated video featuring the eight shades of the lipstick/liner duo.



MODIFACE LFR



Anisa International has debuted five new collections of beauty tools, including the New Naturals (pictured), which offers substitutes to animal fibers; the SQ + Collection, which comprises tools for sensitive and mature skin; the Fan Kabuki Eye Collection, which is customized for the eye area for featherweight distribution of powder; the Flat Foundation Collection, which comprises fibers designed for targeted product placement and less absorption; and the Brush Cleaner Collection, which helps to restore, repair and refresh brushes.



Ballet Nudes by Essie Gel Couture consists of six long-wear nail polishes (\$11.50/each) that provide gel-like shine. Each bottle is designed to mimic the choreographed twirl of a ballerina. The colors include Satin Slipper, a silky champagne ivory; Lace Me Up, a misty rose pink; Hold the Position, a coral peach pink; At the Barre, a soft cinnamon nude; Perfect Posture, a periwinkle powder blue; and Closing Night, a soft shimmer gray.



L'Oréal Paris has celebrated its iconic Voluminous Original Mascara with a new campaign, "The Original," which includes celebrities such as Diane Keaton, Julianne Moore, Barbara Palvin, Soo Joo Park, Debbie Harry, and transgender model and trans rights activist Hari Nef. The product is the top-selling mascara in the United States and is available in original black and new blue shades. "We are excited to bring together trailblazing individuals in celebration of the mascara that women have loved for over 25 years," said Tim Coolican, president, L'Oréal Paris USA. "They each embody the essence of Voluminous Mascara, originals who continue to be fresh, creative and confident. With this campaign, we want to encourage everyone to embrace their originality, take chances and make a statement, whether they have used Voluminous Mascara for years or are discovering it for the first time."