

GLOBAL COSMETIC INDUSTRY®

JULY/AUGUST 2017

INNOVATIONS THAT DRIVE BRANDS

NOTHING LIKE HEALTHY SKIN
See our ad on page 5 | 831-952-0100 | INFO@USNOWCOVERS.COM

Differentiating
Luxury Design

Global & U.S. Skin Care
Market Data

THE FUTURE IS PREMIUM

Beauty & personal care forecast, 2016–2021

Allured business
media



Anisa International is celebrating 25 years of brush-making and cosmetic tool design. The company recently launched three patent-pending fibers as part of The New Naturals, which include substitutions from squirrel, goat and pony hair. Anisa Telwar Kaicker, founder and CEO of Anisa International, said, "It is the friendships and partnerships I have garnered over the years that have given my company the support and encouragement to keep going. 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."



Clarisonic has introduced the Sonic Foundation Brush (\$35), a micro-blending device that generates 18,000 micro-blends per minute to create an airbrushed effect with any liquid foundation, concealer, contour/cream stick, highlighter, color correcting primer or cream blush. The brush absorbs small amounts of the foundation, which prevents clumps, reduces waste and allows for better coverage, according to the brand. The foundation brush head can be combined with any Clarisonic device to create a 2-in-1 cleansing and blending tool. The tool retails at Ulta.com.



The industry and consumers are increasingly focused on the customization of beauty products. Ofra Cosmetics has responded to this growing trend by launching its customizable magnetic Pop-Up Palette, which houses magnetic makeup godets that can be tailored and rearranged for personal preference, while offering hands-free makeup application. The palette holds 48 g of product and retails for \$21; the magnetic godets retail for \$10.



Baralan's Link overcap allows two to four makeup or nail polish products to be connected. The system offers a solution for multiple packaging and can be paired with 8- and 10-ml Baralan Mina bottles. The company has also unveiled its Baralan News App, which is available on the Google Play store and Apple App Store.

Sweat Cosmetics' 3-in-1

sweat-resistant mineral foundation (\$42) leaves skin with a healthy glow. Available in five shades, the loose sunscreen powder is packaged in a compact jar and helps to protect and repair active skin. Ingredient highlights: 16% zinc oxide, milk thistle, vitamin E. The SKU retails at www.sweatcosmetics.com and www.sephora.com.



The Manicure Kit, Pedicure Kit and Pedicure Pro Kit by Safe-T Nails (\$4.99/each) are waterless systems that reduce the amount of chemicals washed down the drain, while reducing the risk of infection through single-use kits. The Manicure Kit includes a pair of plastic gloves that contain an active cream cuticle softener, moisturizer and hand sanitizer, disposable towel, nail stick, nail file, and nail buffer. The Pedicure Kit includes a pair of plastic socks containing active cream, disposable towel, nail stick, nail file and nail buffer. The Pedicure Pro Kit includes the same as the Pedicure Kit but also provides a plastic cover with a buffing pad.