

# GCI®

**JULY/AUGUST 2012**

Global Cosmetic Industry®  
[www.GCI magazine.com](http://www.GCI magazine.com)

**Your Brand Is Our Business**

## Two Worlds of Hair Care p.30

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**Too Much Information  
for an Informed Decision?** p.42

## USDA-CERTIFIED

**Sensible Organics, Inc.** debuted Nourish—Organic Food for Healthy Skin, a 100% USDA-certified organic bath and body collection. The collection features fresh scents—including Fresh Fig, Almond Vanilla, Lavender Mint and Wild Berries—in its body lotion, deodorant, hand wash, body polish, body wash and body butter products. Available at Whole Foods. [www.nourishusda.com](http://www.nourishusda.com)



SENSIBLE ORGANICS

## STREAKS OF COLOR

**Eufora International** launched its Creative Streak Collection, temporary, vibrant hair color that sprays on and shampoos out easily without staining. Current colors include Tickled Pink, Passionately Purple and True Blue. The products are made with rich botanical extracts and are free of formaldehyde. Included in the collection is the Creative Streak Highlighting Comb that allows for the creation of professional-looking color streaks throughout the hair. Additionally, stencils can be used to make designs or patterns for one-of-a-kind looks. [www.eufora.net](http://www.eufora.net)



EUFORA INTERNATIONAL

## FRESH FEET

**Dermelect Cosmeceuticals** added Runway Ready Luxury Foot Treatment to its lineup. This treatment utilizes unique ingredients such as butcher's broom to reduce inflammation from tired feet and ProSina, a protein-peptide, to repair and strengthen skin. As the line's first foot cream, the Runway Ready Luxury Foot Treatment also works to hydrate and soften rough feet, exfoliate dead skin and calm inflammation. Available at C.O. Bigelow in New York and [www.dermelect.com](http://www.dermelect.com).



DERMELECT COSMECEUTICALS

## MOVIE MAGIC

**OPI**, inspired by Sony Pictures' *The Amazing Spider-Man*, announced the launch of six limited edition nail lacquers and a new Shatter. The new hues include Your Web or Mine?, a pink; Into the Night, a midnight blue; Call Me Gwen-ever Girlfriend, a coral; Just Spotted the Lizard, a yellow-green; My Boyfriend Scales Walls, a white; Number One Nemesis; a metallic nickel; and the Shatter shade in a deep green. Available at professional salons, including Beauty Brands, Beauty First, Chatters, Dillard's, JCPenney, Pure Beauty, Regis, Trade Secret, and Ulta. [www.opi.com](http://www.opi.com)



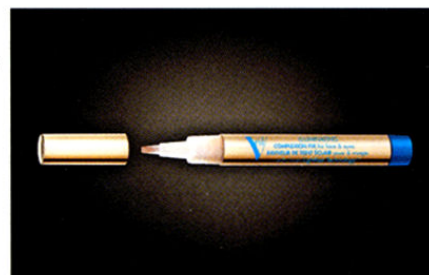
OPI

## BOTANICAL COSMECEUTICALS

**Niki Saint Pierre Botanical Cosmeceuticals** is a new therapeutic facial skin care line designed to support the skin's natural processes. It works to optimally support the skin's functions—including cellular turnover and replenishment, tissue repair and regeneration—helping skin to function more efficiently and in a more youthful state. Each of the collection's three concentrates—Anti-Aging Daily Nutrients, Radiant Skin Daily Nutrients and Clear Skin Daily Nutrients—is filled with antioxidants, vitamins, botanical extracts, flower essences, amino acids, essential fatty acids and flower essences. The formulas also contain ingredients such as alpha lipoic acid, CoQ10, astaxanthin, lycopene, linoleic acid, and omegas. [www.nikisaintpierre.com](http://www.nikisaintpierre.com)

## VERY VEILED

**Veil Cosmetics** debuted, offering products that aim to illuminate and refine skin while correcting pigmentation problems and imparting a more even tone. The key launch product is Illuminating Complexion Fix, a concealer-treatment hybrid for face and eyes that uses the brand's patented Lightfast Technology to increase luminosity and moisture, help soothe and calm, and target dark spots while functioning as a concealer to even out under-eye circles, blemishes and dullness. Available in 12 shades, the buildable coverage is water- and drift-resistant, and the new line will expand in 2013 to include a serum and an eye shadow collection. [www.veilcosmetics.com](http://www.veilcosmetics.com)



## NAIL ADDITIONS

**CND** introduced a new way to bring creativity and color to nails with its new Additives. This collection of 12 cosmetic-grade pure pigments and lustrous effects can be blended into any CND sculpting powder or gel, and layered over CND Shellac for artistic freedom. Sophisticated, runway-inspired and chic, Additives are completely customizable. The Pigments currently are available in Yellow, Bright Red, Black and Medium Green; the Pigment Effects are available in Cerulean Blue, Haute Pink, Antique Bronze, Violet Pearl and Titanium Pearl; and the Effects are available in Pink Gold Sparkle, Green Gold Sparkle and Spectrum Shimmer. Available in professional nail care salons. [www.cnd.com](http://www.cnd.com)



CLINIQUE