

## BEAUTY BEAT

# Dermelect Takes on Nail and Hand Care

DERMELECT COSMECEUTICALS IS BRINGING nail care into the cosmeceuticals arena.

The firm, which bills itself as a no-nonsense, simple skin care company, is launching a five-item line dubbed peptide infused nail and hand care.

The line uses ProSina as its active ingredient, a substance that has previously been used only in noncosmeceutical applications, such as bone grafting and wound dressing. ProSina is sourced from New Zealand sheep wool and is a protein said to help stabilize keratin levels and amino acids in the skin.

The nail and hand care lines consist of the Launch Pad Nail Strengthener, a base coat intended to promote growth, strength and health, which will be priced at \$18. There is also the Makeover Ridge Filler, a concealer and base coat, meant to fill in the "wrinkles," or ridges in the nails, which is also priced at \$18. Rounding out the nail lacquer range is the High Maintenance Instant Nail Thickener, which is designed to be a fast-drying top coat, and is priced at \$16.

Dermelect's new hand care products will include Rejuvenail Fortifying Nail and Cuticle Treatment, an antiaging cuticle cream priced at \$18. The last product in Dermelect's peptide infused nail and hand care line is the Timeless Anti-Aging Daily Hand Treatment, an antiaging and hydrating hand cream, which is priced at \$22.

All of the nail lacquers are launching this month at Takashimaya and at dermelect.com. The cuticle and hand creams will be launched in September.

In October, Dermelect plans to launch Nail Recovery System, a kit that will include the strengthener or the ridge filler, the nail thickener and the cuticle treatment. It will be priced at \$59.

Industry sources estimate the Dermelect peptide infused nail and hand care line will generate upward of \$500,000 in first-year retail sales, or about 20 percent of Dermelect Cosmeceutical's total business. — **Alissa Cherry**

Dermelect's newest items.

