

HOUSEHOLD AND PERSONAL PRODUCTS INDUSTRY

Happi

May 2008

www.happi.com

#BXNRMYV
#0066090 2# HAPAD066090 ED710
TAMMY ROMER
CIEN DESIGN, LLC
CO. CREATIVE DIRECTOR
9924 N DECATUR ST
PORTLAND OR 97203-2814
000/001
001 0141
011187

Face
Natural products lead
skin care category



Tube's Manufactured by CCL Tube

One of the biggest challenges for curly hair is frizziness, and Joico is tackling the issue head on with Design Collection Humidity Blocker. The formulation contains Joico's Total Defense Complex, a combination of lightweight polyurethane resins, UVA/UVB filters and Quadramine Complex—an exclusive blend of low molecular weight and size proteins that ensure maximum protection and reconstruction from the cuticle to the cortex.

Mass market brands Charles Worthington London and Sunsilk are addressing wavy hair, which can also be difficult to style.

Charles Worthington's Big Waves line includes a definition crème that refines texture, increases hair's resistance to heat-styling damage and leaves locks frizz-free and extra shiny. Big Waves is rounded out with shampoo, conditioner and a special spray that tames flyaways.

Riding high on the success of Sunsilk, Unilever is out to make an even bigger splash with three new Sunsilk Shower to Style collections. The Waves of Envy series includes Sea Mist—a two-part formula with sea salts that attract moisture to create a tousled look, held in place with special polymers. Another product is Gel & Cream Twist, which is housed in a first-to-mass package that holds the gel and cream separately in a single chamber. The proper amount of each is mixed together when dispensed, resulting in a sophisticated mix of the conditioning benefits of the cream and the hold of a gel, according to Unilever.

need to use heat styling appliances like curling irons, flat irons and blow dryers, and daily use of these can take a toll on your hair," commented Anne West, chief marketing officer of SSB LLC, the Chicago firm behind the recent rebirth of Salon Selectives.

To protect hair during hot ironing, women can turn to PureOlogy's Super Smooth Hot Iron Protection Spray. Launched quietly approximately a year ago—prior to the firm's acquisition by L'Oréal—PureOlogy is now "seeding the market with professional client promotions that have great take-away," commented Sean Harrington, marketing director.

In addition to traditional gels, mousses and sprays, marketers are touting leave-in products that set the stage for the styling processes.

Chemistry Salon Labs—a new brand from Beautology Brands Company—offers Prep hair priming blow-dry tonic, part of its eight-SKU line sold exclusively at Walgreen's.

"Think of priming a wall before you paint to make it adhere better—Prep allows your styling aids to bond to the hair shaft without stripping the follicles," said Stuart Straus, president and CEO of Beautology Brands, Chicago. "Plus you get the added benefit of quicker blow-dry time and a terrific uplifting fragrance; simply a great in-between step after you condition and before you begin styling," said Mr. Straus.

You Go, Curl!

When it comes to creating elegant locks, curly hair presents its own set of challenges. Marketers are formulating specialized styling products for hair with texture.

Alluring Curls Curl Enhancing Styling Elixir is a new lightweight gel from Nexxus that delivers long-term curl definition. The formulation, which contains marsh mallow root, sweet almond protein and lavender and soy bean oils, maintains definition 94% after eight hours and 90% after 24 hours, according to the Alberto-Culver brand. Nexxus also offers new Gorgeous Curls Curl Enhancing Styling Foam, a lightweight styling foam that delivers similar benefits as the elixir.



Style...and Treatment

Today's products are blurring the line between styler and treatment product. Chemists are crafting ingredient-rich formulations that balance science and nature to style and repair hair at the same time.

Take Ojon's new Tunu Elastik Hair Tamer, for example. It seals the hair cuticle through a combination of protein-rich Tunu rubber extract, Swa extracts (which are naturally rich in amino acids) and the brand's key ingredient—Ojon oil—which is proven to strengthen, hydrate and restore a healthy feel to dry, damaged hair. Biolage's new medium-hold molding soufflé features StrongStem technology, a combination of macro-lipids and polymers that fill in and rebuild the hair's weak spots. The Style & Design Collection from Pravana Naturceuticals features a mixture of nine botanical extracts as well as equisetum arvense, arnica Montana flower and rosemary leaf extract to stimulate blood flow to scalp for healthy hair growth.

Sunsilk's Waves of Envy line includes Sea Mist, a two-part formulation of sea salts and special polymers, which creates a tousled look.