

AN ISSUE OF WOMEN'S WEAR DAILY

BEAUTY INC

WWD

THE BUSINESS OF BEAUTY

"SAY WHAT YOU THINK!"

Lynne Greene and the Clinique Mystique

TRANSFORMING A CLASSIC
ICON INTO BEAUTY'S MOST
MODERN BRAND

The
POWER
Issue

THE REVOLUTIONARY
PEOPLE, PRODUCTS & IDEAS
SHAPING OUR FUTURE

and

CRUNCHING NUMBERS WITH E. SCOTT BEATTIE
BEHIND THE SCENES WITH TOM PECHEUX
SCOUTING OUT SKIN CARE'S BESTSELLERS

Compliments of Women's Wear Daily!

**WHOLE FOODS MARKET
AVALON ORGANICS
VITAMIN C VITALITY
FACIAL SERUM (\$23.95)**

"Avalon Organics makes great products that our customers love, especially this serum. Serums have really caught on as people look for deeper, more therapeutic treatments beyond simple cleansing and moisturizing. We have seen strong growth in this category over the past six to 12 months."

—Jeremiah McElwee,
senior global coordinator,
Whole Body



**DEBENHAMS
CLINIQUE REPAIRWEAR
LASER FOCUS WRINKLE
& UV DAMAGE
CORRECTOR**

(35 pounds, or \$56 at current exchange)

"This is a three-in-one serum that helps protect against sun, stress and pollution. It's easy to use and helps skin appear more vibrant. Perfect for late nights, [it's] no wonder it's one of our best-selling antiaging serums."

—Suzie Thomas, beauty merchandising manager

"This is the only anti-dark spot, complexion-correcting serum in perfumeries. It erases the appearance of dark spots and helps keep skin uniform. This product is major with us due to its unique positioning. It responds to skin's needs without segmentation of age or skin type."
—Sandrine Israel,
category manager, skin care



"Customers like this because it prepares the skin by changing deteriorated cell proteins into good proteins, so you're able to feel the effects of other skin care products. And, it's easy to integrate, because even if you're using another brand, you don't have to change your entire line."
—Mari Shigemura, public relations

Sydney, Australia

**KIT COSMETICS
DDF WRINKLE RESIST PLUS PORE MINIMIZER**

(124 Australian dollars, or \$125)

"This is perfect for the Australian climate, as our customers invariably require a hydrating formula which is also lightweight. Australians are completely focused on antiaging, and this appeals as the perfect all-around antiaging solution."
—Jo Horgan, managing director



STATISTICS

How Skin Care Fared

A cross-channel overview of facial treatment sales in the U.S.

Top 10 Fastest-Growing Skin Care Brands in the U.S. in 2010

1. SkinMedica
2. Meaningful Beauty
3. RoC
4. SkinCeuticals
5. Dr. Dennis Gross Skincare
6. Burt's Bees
7. Obagi
8. Philosophy
9. Clinique
10. Dr. Brandt Skincare

According to Kline & Co., MaxClarity was the most successful facial skin care launch of 2010. Targeted toward acne, it has a unique, foam-based delivery system that claims to penetrate better and is more effective at killing acne-causing bacteria. In its first year, MaxClarity entered the top 10 in direct sales brands, with an entry price point of \$14.95.

Source: Kline & Co.'s Cosmetics & Toiletries USA 2010 Annual Service

Top Skin Care Brands by Channel

PRESTIGE

1. Clinique
2. Estée Lauder
3. Lancôme

MASS

1. Olay
2. Neutrogena
3. L'Oréal Paris

PROFESSIONAL

1. Obagi
2. SkinCeuticals
3. Aveda

DIRECT

1. Mary Kay
2. ProActiv
3. Avon

