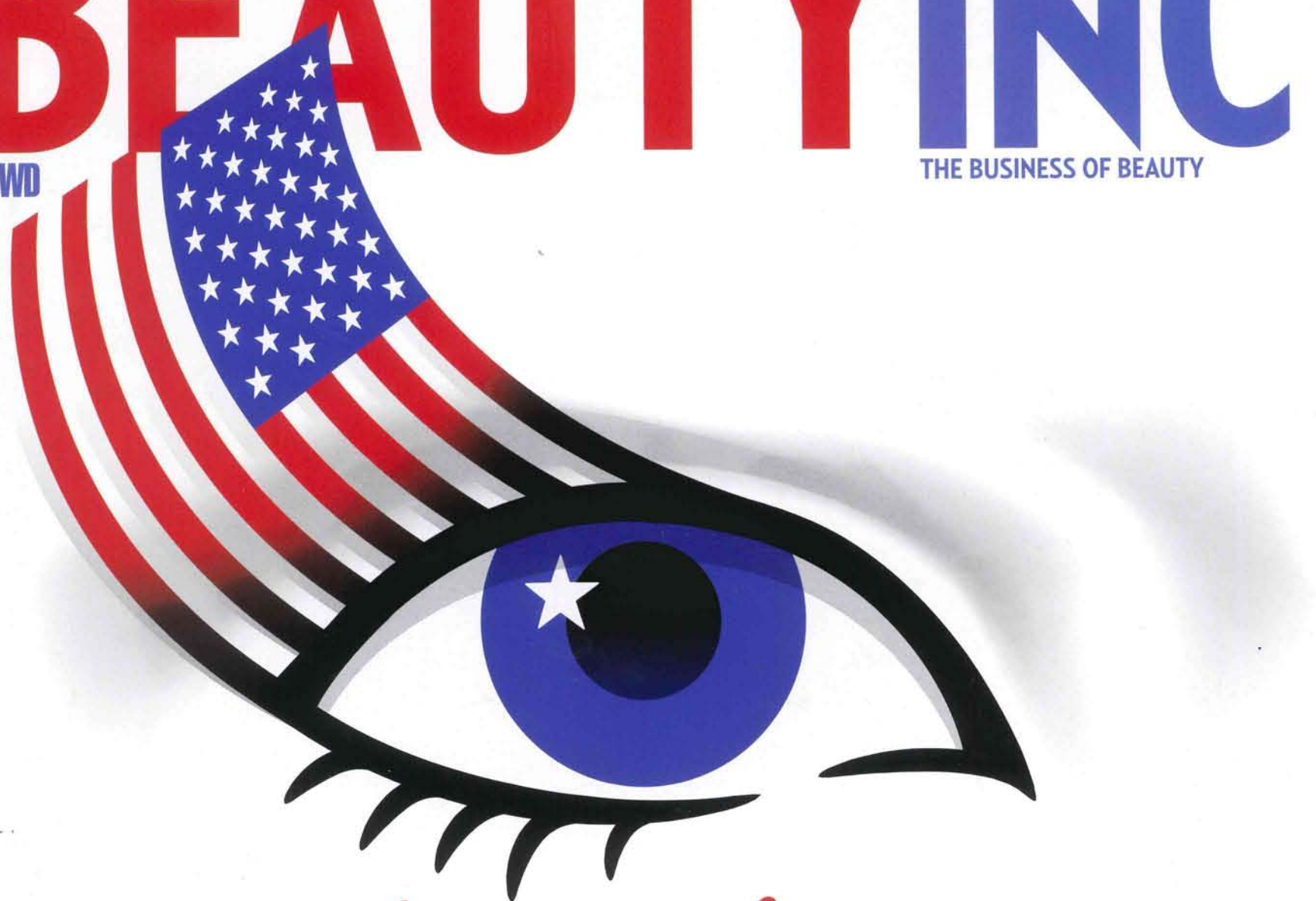


AN ISSUE OF WOMEN'S WEAR DAILY

BEAUTY INC

WWD

THE BUSINESS OF BEAUTY



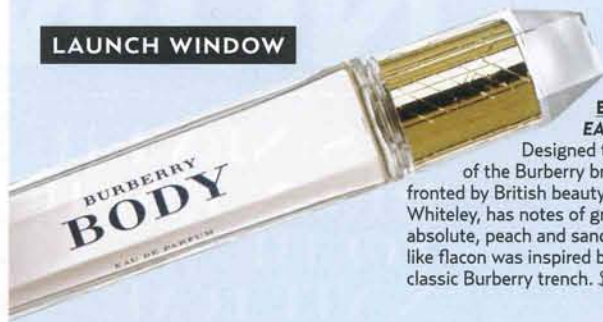
America the Beautiful

INSIDE THE EVER-CHANGING MINDSET OF THE U.S. CONSUMER

★ WHAT MAKES HER BUY ★ WHY SHE CAME BACK

★ THE KEY FACTORS FUELING GROWTH

LAUNCH WINDOW

**BURBERRY BODY
EAU DE PARFUM**

Designed to reflect all aspects of the Burberry brand, this fresh floral, fronted by British beauty Rosie Huntington-Whiteley, has notes of green absinthe, rose absolute, peach and sandalwood. The jewel-like flacon was inspired by architecture and the classic Burberry trench. \$95

Fragrance

**BOND NO. 9 I LOVE
NEW YORK FOR HER,
HIM AND EVERYBODY**
For the 10th anniversary of Sept. 11, Bond No. 9 collaborated with IFF and the State of New York for the I Love NY collection. Each has Big Apple-inspired notes and the classic logo. \$175 each

**CARTIER BAISER
VOLÉ EAU DE PARFUM**

Designed to appeal to a younger clientele, this lily-based EDP from Cartier perfumer Mathilde Laurent features notes from the lily's petals, leaves and pistils, complemented by vanilla. \$145

**BULGARI JASMIN NOIR
L'ESSENCE EAU DE PARFUM**

This homage to the jasmine flower has a heart of sambac and grandiflorum jasmine. Notes of almond, bergamot, myrrh and precious woods complement the powdery floral scent, imagined by perfumers Sophie Labbé and Olivier Polge. \$105

**ACQUA DI PARMA
GELSOMINO NOBILE
EAU DE PARFUM**

This olfactory ode to Calabrian jasmine draws inspiration from a blooming Italian garden and also includes evocative notes of orange blossom, tuberose, cedar and musk. \$170

**CALVIN KLEIN CK ONE
SHOCK FOR HER**

Touted as addictive and impulsive, this eau de toilette contains notes of liquid chocolate, blackberry, passionflower, pink peony and "second skin" musk, housed in a lipstick-scrawled lacquered bottle. \$65

**ELIE SAAB LE PARFUM**

Created by celebrated perfumer Francis Kurkdjian, the Paris-based fashion label's debut fragrance is a floral-solar-woody fusion of orange blossom, white flower, rose honey and cedar wood. \$120

Elie Saab fuses floral, solar and woody notes.

**BY KILIAN SWEET
REDEMPTION THE END**

The 10th and final fragrance in By Kilian's L'Oeuvre Noire collection blends orange blossom, sour orange leaf absolute, incense and benzoin, and was inspired by the poetry of Charles Baudelaire and Jim Morrison. \$225

**BOTTEGA VENETA
EAU DE PARFUM**

The old-world fashion firm introduces a leathery floral chypre inspired by the Venetian countryside. Notes include mown hay, earth and wood atop patchouli, oak moss and spices; the flacon was inspired by a carafe. \$130

The Italian fashion firm Bottega Veneta enters fragrance.

Skin Care

**AHAVA TIME TO
REVITALIZE EXTREME
DAY CREAM**

Containing ingredients from the lowest and highest points on earth, this antiager blends Tibetan goji berries, Himalayan raspberry root extract and Icelandic moss. \$68

**AVON ANEW GENICS
TREATMENT CREAM**

Avon scientists worked with researchers in Italy who discovered a "youth" gene in study participants. Ten years in the works, this cream purports to stimulate this gene, boosting skin proteins. \$38

**SHISEIDO BIO-
PERFORMANCE
ADVANCED SUPER
REVITALIZING CREAM**

To address the weakening of elastic fibers in the skin, Shiseido developed a complex of bio-yeast, raspberry extracts and super bio-hyaluronic acid. \$98

**MERLE NORMAN
ANTI-REDNESS CREAM**

Created for those with visible redness and rosacea, this has anti-inflammatories like sea whip extract and vegetable proteins to calm the skin, and anti-redness agents to reduce blotchiness. \$40

**DIOR CAPTURE TOTALE
EYES ESSENTIAL EYE
ZONE BOOSTING
SUPER SERUM**

Described as Dior's "first eye zone skin booster," this serum claims to help regenerate skin by breaking down toxins and stimulating cell synthesis. \$70

**DR DENNIS GROSS
SKINCARE AGE ERASE
RECOVERY MASK**

This two-step antiager is said to improve circulation and provide an immediate glow. First is the Enriched Hyaluronic Gel, followed by the Vitamin Infused Self-Heating Mask. \$48

**CLARINS VITAL LIGHT
SERUM DARK SPOT
CORRECTING, AGE
REPAIRING**

This serum claims to diminish dark spots, dullness and wrinkles in two weeks with pigment-reducing hexylresorcinol and cell-stimulating plant extracts. \$85

**LA PRAIRIE CELLULAR
POWER CHARGE NIGHT**

This overnight firming gel is designed to penetrate three layers of skin with retinol and a synthetic oxygen transfer agent. The antiaging ingredients reside in two separate chambers to enhance efficacy. \$475

**KATE SOMERVILLE
TRUE LASH LASH
ENHANCING EYE
MAKEUP REMOVER**

This removes makeup and promotes lash growth with a proprietary SymLash226 complex. Avocado oil and white tea calm puffiness and increase circulation. \$35



This formula was 12 years in the making and has 20 patents.

**LANCÔME VISIONNAIRE
ADVANCED SKIN
CORRECTOR WRINKLES-
PORES-EVENNESS**

This triple-threat antiager has a new molecule called LR 2412 said to mimic plant regeneration by stimulating production of six markers of the epidermal structure. \$84

**CHANEL ULTRA
CORRECTION LIFT
INTENSIVE LIFTING
CONCENTRATE**

After identifying a protein called tensin as a necessary ingredient for youthful skin, Chanel researchers developed elmi PFA to stimulate its production. \$225