

SPECIAL EDITION • 2011 FiFi VOTER'S GUIDE IN THIS ISSUE

BULLETIN

AERIN LAUDER LAUNCHES AERIN LLC



The Estée Lauder brand announced a new collaboration with Aerin Lauder, Aerin LLC—

her new, stand-alone luxury lifestyle brand including beauty, accessories and home accessories collections.

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ARCADE EXPANDS AND INNOVATES

Arcade Marketing, provider of fragrance, cosmetic and personal care sampling solutions, is adding to their worldwide portfolio

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FIRMENICH LAUNCHES IPHONE APP



Firmenich announced the launch of the ozMoz.com iPhone app, for consumers both male and female who are interested in learning about

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COTY TO HOST 5TH ANNUAL DKMS GALA

The 5th Annual DKMS Gala, hosted by Coty, will be held on April 28 at Cipriani Wall Street in New York City, and will

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RALPH LAUREN ROMANCE REVEALS NEW CAMPAIGN



Ralph Lauren Romance is unveiling a new ad campaign, set to launch in April, which will feature the

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FiFi FINALISTS BREAKFAST

The Fragrance Foundation held their annual FiFi Finalists Breakfast on April 8 at the Mandarin Oriental in New York City.

Rochelle Bloom, president of The Fragrance Foundation, welcomed “the biggest turnout ever” to the event and announced the honorable addition of Jean Paul Gaultier to the 2011 FiFi Hall of Fame.

“We love FiFi Friday at the Mandarin Oriental,” said Bloom. “Everyone gets in the mood and looks forward to celebrating the best and most gorgeous fragrances. From the big, bold names in the industry, to the innovative, independent creators, we honor and recognize their creative skills, their



Rochelle Bloom

artistry, and the sheer appreciation of a beautifully crafted scent. More than anything, we want the consumer to appreciate the fine art of fragrance.”

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BEAUTY BALL RAISES \$875,000 FOR THE MARCH OF DIMES



JHZ's Jean Hoehn Zimmerman, host Vanessa Williams and Meredith Corporation's Jeannine Shao Collins with Mike Bloom of CVS Caremark.

Over 500 guests from the cosmetic and publishing industries gathered at the March of Dimes 36th annual Beauty Ball on April 11 at Cipriani 42nd Street in New York City. The event, hosted by actress and singer Vanessa Williams, honored Jeannine Shao Collins, executive vice president and CIO of Meredith 360° with the Beautiful Apple Award, and Mike Bloom, executive vice president of merchandising, supply chain, marketing and advertising for CVS Caremark with the Retailer of the Year Award. Jean Hoehn Zimmerman was honored with the Volunteer Par

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HYDROXATONE'S TEAM ENTERS THE SCENE

Atlantic Coast Media Group (ACMG), created by Andrew Surwilo and Thomas Shipley in 2005, has become the premiere brand-building engine in the beauty industry. The duo's focus was to pursue a multi-channel strategy to provide today's working women with efficacious beauty products grounded in real science. Beginning with their



flagship beauty product, AM/PM Anti-Wrinkle Complex, marketed under the brand name Hydroxatone, the partners launched their first direct-to-consumer marketing test. The positive response from this test provided the basis for the company's tremendous customer growth, and the expansion of the Hydroxatone line through direct-response channels.

“It is very difficult to launch a brand today,” said Surwilo. “It took us a long time to get the formulations right, and

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ORIGINS ADDS TO PERFECT WORLD COLLECTION

NEW PRODUCTS

For centuries, the extremely rare Silver Tip White Tea was prized by emperors as the key ingredient in China's famed elixir of immortality. Now, in the face of a global climate crisis characterized by ever-increasing levels of pollution, our skin's health is paying a high price, and **Origins** is striving to prove that the legend of the tea has more than a leaf of truth behind it.



treatment lotion with White Tea and SPF 35 UV Face protector with White Tea—positively complements the existing assortment of cleansers, moisturizers, lotions and creams formulated with this key ingredient.

The Age-defense treatment lotion (\$21) combines the protection of Silver Tip White Tea with another highly potent antioxidant, Thermus Thermophilus Ferment, to boost skin's anti-aging defenses by working to allow skin to stay hydrated and soft. The essential oil blend of lemon, sweet orange, bergamot and spearmint aims to help uplift the spirit.

Since the launch of the **A Perfect World Collection** in 1998, significant new research has been conducted regarding the global climate crisis. According to **The Royal Society**, the national academy of science of the UK and the Commonwealth, "Ozone levels have been growing by 6% a decade since the 1980s and are now at a level that impacts our health and the environment...the figure will increase by at least 50% by 2020 as a result of growing emissions and climate change."

Scientists at University Hospitals of Cleveland and Case Western Reserve University determined that antioxidants in White Tea are effective in boosting the skin's defense against the damaging effects caused by pollution and other environmental aggressors. In fact, of all teas, Silver Tip White Tea contains one of the highest amounts of Epigallocatechin Gallate (EGCG), the powerful antioxidant that protects skin from age-accelerating free radicals. With this potent, free radical fighting ingredient as the cornerstone of the A Perfect World Collection, Origins is able to offer first line protection against the visible signs of aging.

The addition of two new products launching this month—**Age-defense**



The SPF 35 UV Face protector (\$27.50) helps safeguard skin against environmental stressors including ground level ozone, UVA and UVB rays. Silver Tip White Tea is blended with Vitamins C and E to help defend against free radicals, while martime pine works on a cellular level to strengthen skin's natural defense system and help prevent oxidation.

A team of Origins scientists used an ozone chamber to recreate an environment with levels of ozone comparable to the three most polluted cities in the world—Los Angeles, Mexico City and Beijing. After only three hours of exposure, scientists measured the neutralizing effect of the potent antioxidant blend in each of these new products, and found that it helped reduce the damaging effects of ozone by 76%. ■CW

DR. DENNIS GROSS Alpha Beta Glow Pad



Category: Skin care
Launch: April 2011
Claims: The

only anti-aging, exfoliating sunless tanner that contains active Vitamin D (the sun vitamin) to provide smoother, healthier skin and natural radiance year-round.

Key Ingredients: Encapsulated DHA, glycolic acid, willow bark extract, soy protein and vitamins A, B, C, D and E.
Stats: \$32.00

PHILOSOPHY Summer Grace

Category: Fragrance
Launch: April 2011
Claims: Created to refresh the spirit and warm the heart, this vibrant floral fragrance embodies a fresh

breeze, a golden ray of sunshine and a sun-kissed moment from an endless summer, while making you feel brightly cheerful all day long.

Key Notes: Star fruit, peach, passion flower, wild peony, sandalwood, coconut and vanilla.

Stats: 2.0 oz., \$40.00; 4.0 oz., \$60.00



LIERAC Sensorielle



Category: Skin/Hair Care
Launch: April 2011
Claims: This luxury multi-use oil provides 24-hydration and softness to skin and hair, and contains an unprecedented combination of three

unique white flowers and four rare oils.
Key Ingredients: Gardenia, jasmine, camellia, argan oil, grapeseed oil, sweet almond oil and hazelnut oil.

Stats: \$34.00