

Lancaster Sets Retinology Cream

PARIS — Lancaster plans to deliver a powerful wrinkle-busting punch with Retinology, its go-to antiaging cream, which will make its debut in January.

Dubbed by the Coty Inc.-owned brand as a "total age solution," the treatment product is said to tackle wrinkles, plus the skin's loss of firmness and suppleness, dehydration and dullness by conveying active retinol to cells using a new delivery system, which was inspired by gene therapy.

Called the Intra-Cellular System, it uses positively charged vectors to carry active retinol to skin cells. Once at its destination, active retinol is said to activate protein synthesis and so boost cell activity and therefore diminish the signs of aging.

"It acts like a GPS device, which allows us to reach the target directly," said Karen Pouey, Lancaster's vice president of marketing, of the delivery system, and added the brand pioneered the use of retinol in cosmetics in 1978. "The active retinol reaches the cell with 100 percent efficiency."

The cream, which Lancaster claims can make skin appear 15 years younger, also includes imperata cylindrica hydroglycolic extract, meant to moisturize skin; timiron splendid copper and micro rhot crystals, pur-

portedly to improve radiance, and Lancaster's signature RPF complex, said to combat free radicals. It was created in response to the needs of women aged 40-plus who are looking for an all-in-one antiaging treatment.

"While we have Lancaster Ultimate, which is very high-end, we didn't have a mainstream global antiaging product," Pouey said, referring to the cream introduced in 2004 priced at 240 euros, or \$344 at current exchange, for a 50-ml. jar. In contrast, Retinology will sell for 125 euros, or \$179, per 50-ml. pump bottle. A 30-ml. version will also be available.

The hermetically sealed pump with a metallic finish was specifically designed to house the product's cream formula and protect its fragile retinol molecule, according to company executives.

While Pouey declined to discuss forecasts, industry sources estimate Retinology will generate first-year sales in the region of 15 million euros, or \$21.5 million.

Retinology will bow in Europe in January 2009 and Asia in September 2009. It will hit shelves in U.S. in January 2010.

Kim Basinger is to front a single- and double-page advertising campaign. Samples will also be distributed.

— Brid Costello



Lancaster's Retinology.

Zirh's Green Effort at Sephora

ZIRH IS GOING GREEN, WITH A NEW product range called Zirh Natural.

The men's grooming range, which is set to launch exclusively at Sephora in March, is a line of eight items the company claims are free of parabens, sulfates, phthalates, petrochemicals, fragrances and synthetic dyes.

The lack of these ingredients, according to Brian Robinson, president of Zirh Holdings LLC, gives the line its natural positioning, and the idea is to bolster the

men's natural skin care line, we knew the [Zirh] brand would be a great fit based on their efficacy, innovation and entrepreneurial spirit. The line will be merchandised in men's skin care and will be the only natural men's skin line offered at Sephora."

"Natural is a huge trend in the [personal care] category,"

Robinson added. "The natural category in Sephora is their

fastest growing category, but there had been a hole [for natural products] in the men's category, and there is a strong appetite for natural men's skin care."

The botanically derived collection, priced from \$20 to \$48 and sized between 1.7 oz. and 4.2 oz., includes a cleanser, scrub, moisturizer, undereye cream, shaving cream and gel, a post-shave balm and an antiaging night cream. Prices are about 20 percent higher than the rest of the Zirh assortment, due to the naturally derived formulations, Robinson noted.

While he wouldn't discuss sales, industry sources estimate the line could do \$1.5 million in retail sales during its first year on counter.

"There has been incredible competition in men's," said Robinson. "[But] we've been in Sephora since 1998, and this is going to give us a more impactful presence on shelf."

So far there have been no discussions about expanding distribution of the line outside Sephora, which has roughly 230 doors in the U.S., or sephora.com, but international distribution, in which Zirh is found in 68 markets, is slated to begin in May.

— Matthew W. Evans



Some of the Zirh Natural items.

green product segment in the men's prestige marketplace — especially at the LVMH Moët Hennessy Louis Vuitton-owned retailer.

Zirh Natural, packaged with a soft green leaf and white motif (packaging design firm QSLD New World worked with Zirh to create the clean-looking products) is billed as the first "all natural skin care line for men."

Michael McGeever, vice president of merchandising for Sephora, stated that, "When we saw the need for a



Mally Roncal in Web Site Relaunch

UNLIKE MANY MAKEUP ARTISTS WHO launched their businesses during the Nineties in the big specialty stores, Mally Roncal took her showbiz artistry straight to the people three years ago, via the QVC TV network. Now she is adding a new dimension to that effort by relaunching her Web site, complete with its own video programming. Acting like a mini television series, these videos feature product demos, beauty advice and behind-the-scenes glimpses of Roncal's busy life. It is intended to tap into today's reality TV and connect with the brand's consumer base.

Roncal learned a great deal about beauty technologies and products while working as a makeup artist on movie sets and fashion shows during the last 15 years. It became her mission to develop products for a daily beauty regimen.

"I've taken the makeup artist tricks I've used on set and translated it for everyday women so they can feel that the products are easy to use, while achieving great results," said Roncal. Pricing in her collection ranges from \$12.50 for the brush set. "It's about a high performance luxury where you can apply the products in the morning and it doesn't come off until

product standpoint."

"She is a force of nature and a consummate expert in the field with tremendous energy and ideas," said Burke. "She has made QVC the focus of her business and has always been there when we needed her. We're a growing brand based on all the product development she's done."

Although industry executives wouldn't comment, industry sources expect the franchise to bring in more than \$10 million in retail sales by yearend.

"We plan to build the business and grow in mid-double digits with up to a 30 percent increase in sales over the next two years," said Don Pettit, chief executive officer of Mally Beauty.

Launching this month on QVC and qvc.com, the company has expanded its 24-7 professional franchise with a lip lining system and blush products designed for long-wear use. Available in two

shades, the blush set contains a cream primer

formula and color pigment. When the elements are combined, they activate one another and have long-lasting benefits.

Inspired by a technique she used on movie sets by putting eyeliner on and setting it with powder, Roncal introduced the lip lining system. The combination of the two powder

forms helps seal the liner to the lash line and is designed to boost the overall eyeliner color, said Roncal. While the blush retails for \$35, the lip lining system will be sold for \$25.

With the relaunch of mallybeauty.com, the Web site includes a blog and community section, demo and branded components, in addition to the newest arm, called Mally TV, which is the video segment of Webisodes showcasing Roncal in her different roles. The performances apparently are convincing enough to have attracted TV producers. Roncal said she has drawn the interest of producers of a reality TV show.

Another avenue to generate new customers is Team Mally, in



Items from Roncal's line.

"I've taken the makeup artist tricks I've used on set and translated it for everyday women so they can feel that the products are easy to use, while achieving great results."

— Mally Roncal

you take it off at night."

Mally Beauty has been available through QVC since March 2005 and now the lineup, which includes more than 56 items, is also sold at Henri Bendel and Amazon.com. The brand also is available on QVC in the U.K. Roncal was drawn to QVC because it provided an opportunity to build a community of Mally customers, while at the same time teaching women how to use her products effectively.

"I wanted to go on television to educate women and create excitement over makeup," said Roncal. "These are professional products so they might need that extra step, but it is worth it since they last."

According to Allen Burke, QVC's director of beauty and cosmetics, Roncal's business has a "clear-cut focus from a

which customers can sign up on the Web site and become part of a plugged-in community that shares information. There are also financial rewards if friends purchase merchandise.

Pettit remarked, "We see this as another way for customers to get involved and engaged with the brand."

Previously, the Web site provided information only. This new stage allows the company to sell its products through the Web site with an e-commerce link. Executives predict that the Web site business will become 20 percent of the overall business by the end of the second year. Industry sources expect the site to bring in more than \$1 million in sales in its first year.

— Michelle Edgar