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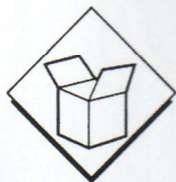
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JANUARY 2009
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STREET level

ECO CHIC

Eco Lips added an edible lip line to its portfolio of organic lip products. The Pure & Simple line is made with sunflower seed oil, beeswax and vitamin E. The balms come in three flavors: kiwi-strawberry, coconut and grape, and can be purchased online, in Whole Foods and select health food stores.

www.ecolips.com

NICE NAILS

Nail Tek, Inc. introduced a citrus-based nail strengthener, available in U.S. Ulta stores, drugstores and nail salons. Citra Formaldehyde Free replaces the formaldehyde element, found in most nail strengtheners, with citral—a naturally occurring aldehyde derived from lemon and orange oils. The product comes in three formulas to address specific nail types such as soft, peeling nails or dry, brittle nails. www.nailtek.com

LUXE SANITIZER

Australian-based personal care brand **Frais Luxury Products** launched Frais Hand Sanitizer in the U.S., a luxury cleanser containing sugarcane alcohol that kills 99.9% of germs on contact, according to the company. The sanitizer is formulated to moisturize while cleansing, and features a blend of essential oils—cardamom, ginger, basil, lemon myrtle and grapefruit. Available online, at spas and at retailers, including The Studio at Fred Segal in Los Angeles and C.O. Bigelow, the brand also offers parallel products for airlines, hotels and cruise lines. www.fraislux.com

TOXINS OUT

MD Skincare, a dermatologist skin care brand available online, launched Beauty In: Toxins Out Natural Beauty Collection—a body regimen utilizing botanical extracts, essential oils, antioxidants, vitamins and minerals, as well as a proprietary blend of chelators intended to detoxify, hydrate and protect skin. The line includes Detox Duo, Antioxidant Enzyme Buff with berry seeds and Dead Sea salt; Purifying Bath Crystals; Creamy Cleansing Polish with jojoba; Hydrating Body Emulsion with aloe; and a botanical face and body bar made with aloe and tea tree oil. www.mdskin.com



TRIO

Rocher North America Inc. introduced Riche Crème Botanical Omega, an antiaging and moisturizing day cream that includes Omega 3, 6 and 9 essential fatty acids. In a 40 mL pump bottle, the cream is currently available online. www.yves-rocher.com

ULTRA BALM

Carma Laboratories, Inc. launched Carmex Moisture Plus hydrating lip balm/gloss, featuring vitamin E, aloe, shea butter, avocado butter and an SPF 15 rating. Carmex products are available at Walgreens, Target, CVS, Kroger and other mass U.S. retailers and drug stores. www.mycarmex.com