

# THE BUZZ

Stats, facts, gossip and innovations from the beauty industry

## Beauty statistics

35%

the increase in sales of red lipstick over the past year

Source: Marieclaire.co.uk

13%

the amount foundation sales are outpacing lipstick and lipgloss sales by

Source: L'Oréal's UK Beauty Industry 2010 Report

21%

the rise in male plastic surgery procedures from 2008 to 2009

Source: Marieclaire.co.uk

80%

the rise in plastic surgery on male breasts since 2008

Source: Marieclaire.co.uk

65%

of women wear high heels for 40 hours a week

Source: Marieclaire.co.uk

80%

of women experience problems as a direct result of wearing high heels

Source: Marieclaire.co.uk

£700<sup>m</sup>

the value of the British market for moisturising cream per year

Source: Timesonline.co.uk

9

the number of skincare products the average person uses daily

Source: The National Skincare Authority

## Heaven scent



London store for Le Labo founders Eddie Roschi (left) and Fabrice Penot

Perfume brand Le Labo is opening its first London standalone store just off Marylebone High Street.

The brand takes a more iconoclastic approach to fragrance. Founders Eddie Roschi and Fabrice Penot started the company because they were fed up with the way the perfume industry was being flooded with mass-produced, celebrity-endorsed products.

"We created the brand because of the monotony, the lack of quality creations with creative points of view and the disconnection with what also makes perfume beautiful," explains Roschi.

"What inspired us was the world of perfume. What we despised was the word industry," adds Penot.

What came out of this was a brand that does made-to-order scents, which are formulated and bottled only when the customer makes a selection from one of the classic fragrances on offer. "The perfumers we partner with source the naturals from Grasse," says Roschi. "The Rose Centifolia that we use in our Rose 31 creation is the most expensive rose natural ingredient in the world."

The numbers on the fragrances denote the number of ingredients that are combined to create the final product. For example, the Fleur

d'Oranger 27 indicates that there are 26 other components in the mix as well as the eponymous orange flower. The range includes three masculine fragrances, three unisex, three feminine and one for babies.

Although the perfumes can be ordered from the brand's e-shop, the real magic happens when you head to a store, which is why it is great news for perfume aficionados that the pair have

**"What inspired us was the world of perfume. What we despised was the word industry"**

**Fabrice Penot, Le Labo**

decided to set up shop in London.

Although Le Labo perfumes are olfactory nirvana, its founders have slightly more prosaic tastes.

"My favourite scent is the one of my comfort blanket," says Penot. "I tried to let that go when my daughter was born but after I gave it more thought I frankly didn't see the point."

For more information visit [Lelabofragrances.com](http://Lelabofragrances.com) or head to the store at 28a Devonshire Street, London W1.

## Lush lavender

Summer will see the re-emergence of a colour last seen circa 1980 – lavender. When *Professional Beauty* was at London Fashion Week in February, the lovely people at cosmetics manufacturer MAC told it that the pale shade will be one of the biggest trends this summer.

In addition, coral will make a return to the beauty trends arena after its popularity last summer. Michaela Urwin, the resident trainer for the beauty house, said: "Strong pastels are going to be big. People will want real brights when it comes to lips – colours that pop."





**BE THE FIRST TO KNOW**

All the latest news online at

**Professionalbeauty.co.uk/news**



The Kush aims to help women who have had breast augmentation get a good night's sleep as well as preventing sagging

## The breast of intentions

A product to ease the comfort of women who have recently had breast augmentation is being launched in the UK.

The Kush is aimed at helping women get used to sleeping with larger breasts following surgery.

The product is a cylindrical device made from lightweight PET plastic and should be placed between the breasts when sleeping on the side to prevent them from sagging.

According to its creator, The Kush

**“After four nights’ use, the wearer will not even notice it”**

**Joanne Darbost, distributor**

is slip-resistant and contoured to stay in place for the whole night. Imported to the UK and distributed by Midlands-based businesswoman Joanne Darbost, it will be included in an educational supplement

devised by *You and Your Family* magazine and the Royal College of Obstetricians and Gynaecologists.

Darbost says: “The design and materials means that, after three or four nights’ use, the wearer will not even notice it is in place.”

The Kush is available in three skin tones or four pastel colours, in three sizes: small, medium and large. It costs £29.99 plus delivery. Visit [Thekushcompany.com](http://Thekushcompany.com) for more information.

## A Hissyfit

We love it when we hear of a new make-up brand and we love it even more when the brand in question is getting the backing of Oprah Winfrey. Hissyfit is the brainchild of Australian Olympic gold medallist Louise Dobson and author Sue Smethurst. The products are made using Australian ingredients such as its indigenous daisy “cehami”. The range features an anti-ageing foundation with an SPF 50, a body moisturiser and hand cream with SPF 30, and an anti-ageing lip balm.

The range is produced and manufactured under licence to Dr Lewinns. Call 01892 750850 for more information.



The Hissyfit range is backed by Oprah

## Eye-browsing

Perfecting the shape of the brow can become something of an obsession for many clients and it's no wonder. With correct grooming and colour, eyebrows can better frame the face and even make the client look younger.

The number of products on the market in this area has soared in recent years and the next one to hit shelves is Henna Eyebrows. Semi-permanent, this tool is a dual-tipped pen with one thick end for filling in colour and a thin end to perfect shape. The water-based product comes in three colours – light brown, dark brown and black – and is quick-drying and non-smudging. Easy to use, for brow-perfectionists with little time this product has potential to fly off your shelves.

The RRP is £13.99. Visit [Hennapens.com](http://Hennapens.com) for more details.



Campaign highlights the benefits of mineral foundation

## Good foundations

To celebrate its new Click, Lock and Go pots this spring, Bare Escentuals is asking you to help your clients rethink their foundation.

The campaign highlights the benefits of mineral foundation, such as SPF and good-for-the-skin minerals. It is also targeting those clients who are afraid of foundation, by encouraging you to explain that wearing minerals doesn't mean sporting the caked-on look. “A lot of women are still scared of make-up as they worry about looking and feeling like they are wearing a heavy mask,” explains Sarah-Jane Froom, national make-up artist for Bare Escentuals.

“Mineral foundation is completely weightless on the skin so feels as though you aren't wearing make-up at all. Not only does your skin look fantastic, the minerals are good for the skin. It is made up of pure crushed rocks from the earth; it offers a natural SPF 15 as well as UVA and UVB protection,” she added.

The new pots are ideal for make-up artists and clients. They work rather like a salt container, with a lid that is twisted to allow the powder out, which can then be close when it is finished with, preventing mess. Call Bare Escentuals on 0870 850 6655.