

LIP LOVE
Jody Cohen launched a new brand of liquid lipstick that merge lip gloss properties with those of deep lipstick pigments, from pink and peach to berry and red shades. The Cosmopolitan Cosmetics

LIGHT AND SHADOW
YSL Beauté, a division of the Yves Saint Laurent brand, launched its Look collection, celebrating 30 years in the industry. Designed in part by Niki Garland, artistic adviser for Yves Saint Laurent's

ALL COLORS
L'Oréal Paris Mineral Makeup introduced four shades of mineral eye shadow powders to join its more than 70 current SKUs. Skynetic is a aquamarine. Sublime takes in a white tint, and Suspense is an electric blue shade. In addition, the brand launched two new shades—Infinitesimal (black) and Divine (burnt copper)—for flushed winter cheeks. L'Oréal products are available in department stores and online. www.loreal.com

MUD-WORTHY
Make-Up Designory (MUD), the professional cosmetics school and product line, redesigned and relaunched its brand with help from marketing and design firm The Kitchen Collaborative. With a new keptic word mark, cleaner packaging emphasizing color-coded products, more modern storefronts featuring bold graphics and photography, lighter visual displays and a redesigned Web site with simpler navigation options, MUD is focusing on a value-added educational experience for its customers. www.mudshop.com

DECEMBER 2008
www.GCIMagazine.com

GCI
GLOBAL COSMETIC INDUSTRY
The Business Magazine for the Global Beauty Industry

HARVESTING BRAZIL'S BEAUTY

PLUS
• How to Launch a New Brand
• Visual Display and Distribution Model
• How to Grow Your Business




THE KITCHEN IN PRINT [GCI MAGAZINE, 2008]

MAKE-UP DESIGNORY AND THE KITCHEN COLLABORATIVE were featured in *GCI (Global Cosmetic Industry) Magazine* in the December issue in its Street Level section. The article outlined the recent relaunch of the MUD product line and the strategy behind the new brand look.

LIP LOVE

Jody Cohen launched a new brand of liquid lipsticks that merge lip gloss properties with those of deep lipstick pigments, from pink and peach to berry and red shades. The Cosmoholic Cosmetics collection, available exclusively online, is infused with vanilla and macadamia nut for moisturizing, as well as vitamins C, E and antioxidants. www.cosmoholiconline.com



LIGHT AND SHADOW

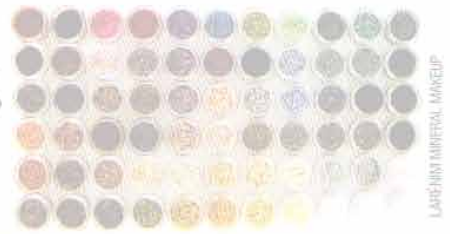
YSL Beauté, a division of the Yves Saint Laurent brand, launched its Look collection, celebrating 30 years in the industry. Designed in part by Val Garland, artistic adviser for Yves Saint Laurent's makeup division, the limited-edition palettes feature such highlights as Black Tuxedo for the eyes, available at high-end department stores. www.yslbeautyus.com

LASH THERAPY

Faceatelier introduced Lash Rx, a fragrance-free, creamy eyelash primer blended with vitamins, antioxidants, glycerin and phenoxyethanol to prevent microbial growth and to condition, strengthen and hydrate lashes. Lash Rx, available online, can be worn under mascara for a feathered look or alone overnight to repair lashes. www.faceatelier.com

ALL COLORS

Larénim Mineral Makeup introduced four shades of mineral eye shadow powders to join its more than 70 current SKUs. Sceptic is a aquamarine; Sublime hides in a white tint; and Suspense is an electric blue shade. In addition, the brand launched two new blushes—Infatuation (khaki) and Divine (burnt copper)—for flushed winter cheeks. Larénim products are available in department stores and online. www.larenim.com



LARÉNIM MINERAL MAKEUP

MUD-WORTHY

Make-Up Designory (MUD), the professional cosmetics school and product line, redesigned and relaunched its brand with help from marketing and design firm The Kitchen Collaborative.

With a new iconic word mark, cleaner packaging emphasizing color-coded products, more modern storefronts featuring bold graphics and photography, lighter visual displays and a redesigned Web site with simpler navigation options, MUD is focusing on a value-added educational experience for its customers. www.mudshop.com

