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FEATURES

2023 WEEK 4: BEAUTY BRAND AND PRODUCT LAUNCHES

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FEATURE, PRODUCTS, RETAIL

Kitsch

This week continues the celebration of the Lunar New Year with some exceptional packaging options. Sleep solutions brand Vocā and brain health brand Parable have entered the wellness category in a bid to help consumers feel their best for the year ahead. Staying moisturized during the winter months has been on brands' minds with several skincare releases focused on hydration, while Kitsch has jumped on the

sustainable razor trend. Here's what else happened in beauty this week:

RETAIL

Clean and affordably priced sunscreen brand **EVERYDAY by Unsun** is expanding its reach by launching on **Target.com** this month, with rollouts at the retailer's physical venues beginning on February 5. The diffusion range, consisting of two mineral-based sunscreen formulas and a botanically infused after-sun lotion priced between \$10.99 and \$17.99, had previously launched at 6,000 CVS doors in March 2022. "We all deserve to wear clean, mineral-based sunscreens that don't leave a white cast and aren't harmful to our animals or our coral reefs," comments brand founder Katonya Breaux.

BRAND



Vocā: The brainchild of friends Ebla Salvi and Ashley Box, Vocā was created after both had a close call with burnout and suffered from sleep deprivation. Salvi and Box created three scents with the help of osmology pioneer Danièle Ryman that combine the therapeutic and sedative properties of botanical ingredients like neroli and frankencense. The products, pillow mists, diffusers, and fragrances are designed to be physical and mental performance enhancers for a good night's sleep, working with the senses to create feelings of serenity in nighttime rituals.

EcoFabulous: Catering towards a Gen Z audience with their array of colorful and sustainable products. The brand was **acquired by Amyris in 2021** and has undergone a relaunch. Many of EcoFabulous' products are formulated with Amyris' proprietary ingredients, such as sugarcane-derived squalane. Every product is packaged in refillable, recyclable materials and is made with 30% + post-consumer recycled plastic, FSC-certified paper cartons, and cartons printed with soy-based ink.

Parable: Founded by Cristina Poindexter and Brian McGrath, Parable aims to boost brain health through nutritional supplementation. The **Daily** (\$89.99) is a holistic powdered oat milk formulation developed to provide the organ with key nutrients like lemon balm, curcumin, and ginseng that can be hard to get from diet alone. The product is specifically formulated to tackle fatigue, brain fog, burnout, focus, stress, and anxiety. The brand has raised a total of \$2.75 million in funding to date, led by M13 and Break Trail Ventures.

COLLABORATIONS + LIMITED EDITIONS



Creed x ROBBi: In celebration of the Lunar New Year, Creed and collectible toy brand ROBBi have teamed up to create a limited-edition art toy, scented with the fragrance brand's hero scent Silver Mountain Water, in the shape of a rabbit. Each toy is fitted with a

unique NFC chip on its left foot, which upon scanning reveals its unique collector's item number.

The Crème Shop x Hello Kitty and Friends Lunar New Year Collection: Regular collaboration partners The Crème Shop and Hello Kitty have come together once again to honor the Lunar New Year with a 10-piece, limited-edition collection. The **Moon Gaze 9 Color Palette** (\$16) contains glittery golds, metallic coppers, and matte reds to build eye looks with. Containing royal jelly, the **My Lucky Star Printed Essence Sheet Mask (Set of 3)** (\$10) was designed to hydrate the skin while reducing the appearance of fine lines. The **Lunar New Year Multi-Use Makeup Blender** (\$7) comes in a blossom-pink shade and features an image of the bunny-like character My Melody, in honor of the Year of the Rabbit. Loaded with vitamins, antioxidants, and shea butter, the **Hello Kitty Lunar New Year Macaron Lip Balm - Apple Blossom Flavored** (\$10), **Kuromi Lunar New Year Macaron Lip Balm - Lucky Lychee Flavored** (\$10), and **My Melody Lunar New Year Macaron Lip Balm - Golden Kiwi Flavored** (\$10) work to alleviate inflammation and moisturize the lips. Infused with caffeine and 24k gold, the **My Melody Gold Fortune! Hydrating Hydrogel Under Eye Patches** (\$4.50) depuff and smooth the under-eye area for a youthful glow. **My Melody Lunar New Year Nail Decal Set** (\$10) includes 50 decal stickers and a clear polish formulated with calcium and protein to help strengthen nails. The **My Melody Lunar New Year Nail File Duo** (\$5) is double sided for ultimate efficiency and boasts extra-fine grit for easy shaping. Lastly, the **Hello Kitty and Friends Lunar Brush Collection (Set of 5)** (\$18) includes a precise shader, blending brush, angled detailer, blush brush, and powder brush, all with silky-soft synthetic bristles.

CATEGORIES + COLLECTIONS





UndoneBeauty: The minimalist beauty brand has announced its latest collection featuring five brand-new products and additional shades for existing customer favorites. **Sheer Radiance Skin Tint** (\$14) is a dab-on brightening serum that comes in three shades, infused with hyaluronic acid, aloe rose, and coconut that work together to enhance the skin's natural glow. **Mega Crèmes** (\$12) are cream-based palettes that include bronzer, highlighter, and blush, available in the shade collections Strawberry Crème, Neapolitan Crème, and Espresso Crème. Infused with probiotics and antioxidants, the **Illuminating Primer Oil** (\$18) was launched with the purpose of creating luminous, vibrant skin. The product also comes with a cooling stainless steel roll-on applicator to instantly awaken and calm the skin. The ultra-fine **Unscripted II Liquid Eyeliner** (\$14) comes in three shades –True Black, Deep Charcoal, and Dark Chocolate—to create a crisp smudge-proof look. The 2-in-1 **P'Lush Brow & Lash Pomade** (\$15) strengthens and thickens the appearance of both brows and lashes through the use of peptides and a buildable waterproof formula. The **Forever Lip** (\$12), a 2-in-1 long-wear lip stain pencil, now comes in a Pink Beige shade to create the perfect contoured nude lip. The wet-to-dry formula **Curator Quad** (\$10), which uses natural castor oils for nourishing and conditioning the skin around the eyes, now comes in a Choco Latte colorway. **Clean Lash** (\$8) mascara is a clump-free, deep-conditioning formula that offers both length and volume and comes in both black and burgundy.

Hims & Hers: Hims & Hers has released a new line of vegan volumizing shampoos and conditioners, developed with dermatologists. The **Hims Max Volume Shampoo** (\$18) leverages biotin and rice protein to strengthen strands, pumping up the hair's overall volume, while **Hims Max Volume Conditioner** (\$18) softens the hair and infuses moisture without weighing it down, as well as carrying a refreshing citrus spice scent, along with

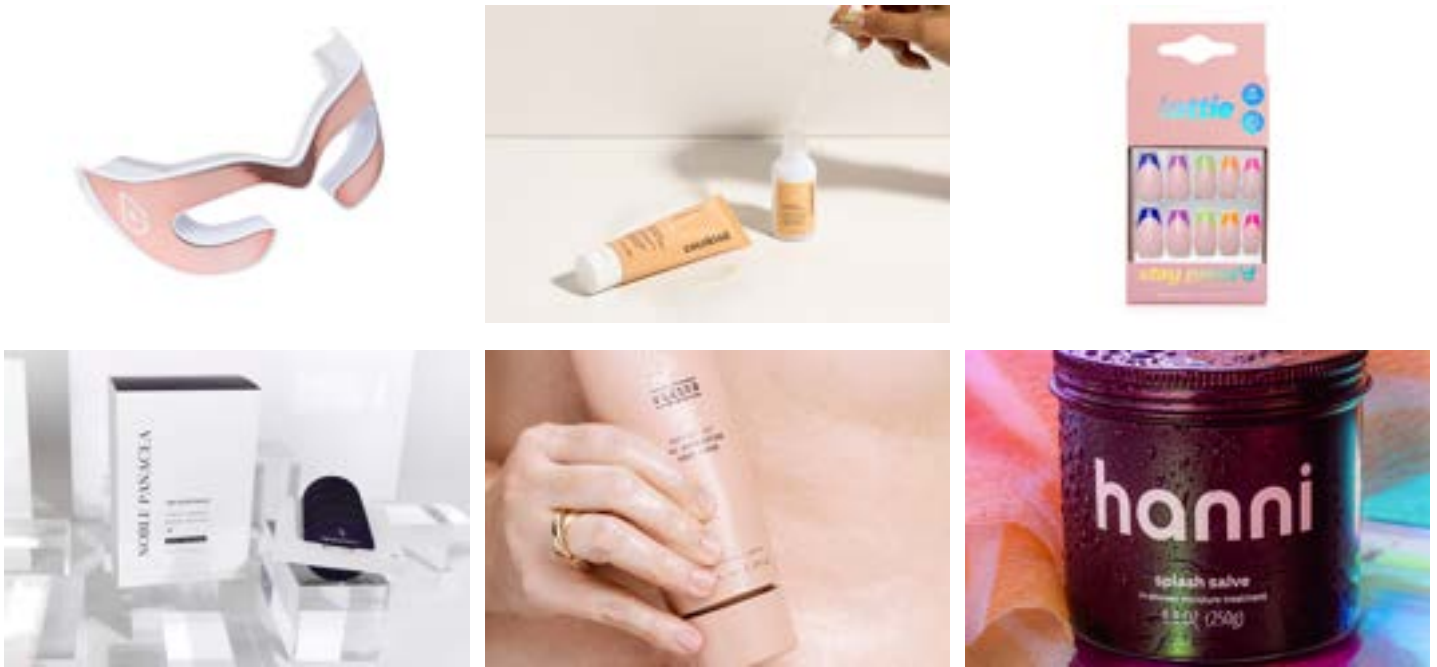
the shampoo. **Hers Full Volume Shampoo** (\$18) contains a coastal cedar citron scent while working to lift up roots and separate strands, while **Hers Full Volume Conditioner** (\$18) fights off frizz and provides weightless moisture. Each of these new products contains BioVolume 128, a natural hair volumizer as well as biotin, hydrolyzed rice protein, and argan oil.

It's a 10 Haircare: The brand has released a new restorative collection that places the scalp at the forefront of haircare. The five-piece collection includes three active ingredient complexes: an energizing complex which combines cooling essential oils to soothe and relax the scalp; seascalp, a marine-based ingredient that strengthens skin function and removes excess oils; and scalposine, which reduces sebum and itching. **Scalp Restore Miracle Scalp Leave-In** (\$26) is a lightweight formula that creates lustrous volume. **Scalp Restore Miracle Scalp Serum** (\$32) works to rebalance oily skin and reduce any discomfort or soreness of the scalp. **Scalp Restore Miracle Calming Spray** (\$26) also helps to calm irritation and does this through a custom blend of amino acids and essential extracts. **Scalp Restore Miracle Charcoal Shampoo** (\$29) is enriched with kaolin clay that gently lifts away any irritants and exfoliates the scalp. Working directly on the hair shaft, **Scalp Restore Miracle Tingling Conditioner** (\$30) promotes soft manageable strands.

Kitsch: Latinx-owned, female-founded brand Kitsch is tackling sustainability with the release of a razor collection. The **Perfect Glide Safety Razor** (\$29) is a one-time purchase, including 5-blade refills and a razor cap, made of 100% metal. When it comes to refills, Kitsch offers 10-piece packs for \$5. The **Solid Shave Butter Bar** (\$9) is a plastic-free product that works to hydrate and nourish the skin without clogging the razor, infused with shea butter and white tea to help deliver a clean shave.

Hai: The **Hai Smart Showerhead** (\$249) comes in six shades (surf, rose quartz, citron, charcoal, moon, persimmon) and offers increased water pressure, an immersive scented mist, and personalized LED alerts for water usage, to create a new form of hydrotherapy through showering. The **Hai Fuse** (\$49) is a shower head attachment that twists onto the base of the Hai Smart Showerhead, into which the **ai Infusions** (\$30 for 16-pack or \$24/month via subscription) are inserted to deliver different health and wellness benefits. Each single-use tablet is formulated with vitamins and essential oils to address physical and mental health needs, including mood lifts, relaxation, post-workout recovery, pre-sleep treatments, and energy.

PRODUCTS



Dr Dennis Gross Skincare: The skincare brand has announced the launch of the new **DRx SpectraLite EyeCare Max Pro** (\$199) at Sephora. Arriving on the 31st of January, the 360° red LED eye treatment is an update on the original DRx SpectraLite EyeCare Pro. The latest edition has 30% more lights, provides a larger coverage area, and has an additional wavelength in a near-infrared range that specifically targets the delicate under-eye area. The product itself works to support collagen production, target uneven tone and texture, and diminish fine lines for a brighter, more youthful appearance.

Lottie London: A range of new playful products has landed at Lottie London. **Cheeky Kiss Lip & Cheek Stick** (\$6.98) is a multitasking product packed with hydrating hyaluronic acid and vitamin C that can be put on the lips and cheeks for a pop of color. The heart-shaped stick is made from 30% recycled plastic and is available in three pink shades. The brand's top-selling eyeshadow palettes are back in two new color combos: **Fired Up** (\$7.98) and **Totally Mint** (\$7.98). Fired up contains a collection of buttery browns, copper metallics, and fiery oranges, while Totally Mint is made up of soft pale greens, pistachio shimmers, and icy aquas. **Stick to It Nail Stickers** (\$5.98) come in two updated designs—Gaming and Random—with each pack containing 200 nail art stickers per set and offering up to a week's wear time.

Versed: **BUFF IT OUT AHA Body Scrub** (\$17.99) is a gentle, fragrance-free body scrub that has been created to tackle hyperpigmentation and uneven texture. The vegan formula is packed with lactic and glycolic acid that works to create smoother, brighter skin from the neck down.

Olay: **Niacinamide + Peptide 24 Face Moisturizer** (\$30) is Olay's "most innovative red jar yet." The moisturizer uses niacinamide and peptides to strengthen the skin, visibly improve the appearance of wrinkles, and even out the complexion. The product penetrates 10 layers deep into the skin's surface for effective and intense levels of hydration.

Cocokind: Botanical-forward skincare brand Cocokind has launched the **Ceramide Recovery Balm** (\$22). The multipurpose product can be applied on the face, hands, lips, and body to eliminate dry skin. Formulated with ceramides, squalene, and oat kernel oil, the balm locks in moisture, preventing transepidermal water loss and promoting a healthy skin barrier. It also works to reduce signs of irritation and soften the skin.

Noble Panacea: **The Exceptional Vitamin C Booster Refill** (\$149) is a 4-week supply of active daily doses of 20% pure L-ascorbic acid, enhanced with eight additional sources of vitamin C. The introduction of a refill model coincides with Noble Panacea's aim to keep skincare sustainable, with this latest launch replenishing the brand's reusable, plastic-free, starch-based boxes.

Patchology: Infused with the scent of sparkling wine, the **Rosé Fingers** (\$10) and **Rosé Toes** (\$10) masks have been designed to provide intense hydration and visible skin renewal. Available in rose-gold foil mittens and socks, the masks contain softening shea butter, anti-aging resveratrol, and moisturizing strawberry oil.

Leaf People: Leaf People is an all-natural brand that grows ingredients in their private lab at low temperatures to preserve vital properties, with few mechanized processes. Their newest releases include **Forest Glow Face Serum** (\$95), which contains ingredients foraged from evergreens and aspens that are then mixed with sachai oil and essential oils to promote radiant skin. **Saffron & Green Tea Peptide Eye Area Toner** (\$52) is filled with calming chamomile and cucumber, while hyaluronic acid and peptides hydrate, firm, and brighten the delicate under-eye skin. **Blue Lotus & Bergamot Luminosity Serum** (\$56) is composed of kalahari melon seed, baobab, marine algae oils, and blue lotus (the flower of enlightenment) to promote radiance and boost natural

luminosity. **Blue Lotus & Bergamot Luminosity Body Serum** (\$32) is an elixir that harnesses plant-sourced oils and marine algae to nourish and detoxify the skin.

Elemis: In celebration of the brand's best-selling Pro-Collagen Cream's 20th anniversary, Elemis has launched its **Pro-Collagen Rose Marine Cream** (\$138). Designed specifically with delicate skin in mind, the organic English rose hydrolat works to soothe, calm, and hydrate the skin throughout the winter period. The roses used in the cream are all grown on a female-led farm. The cream also contains *padina pavonica*, a moisture-boosting algae that is rich in polysaccharides, and *chlorella vulgaris*, a green freshwater microalgae that contains amino acids, vitamins, fatty acids, and minerals that help to reduce wrinkles and fine lines.

Ellis Brooklyn: Florist eau de parfum (\$32) is set to release at the start of March, just in time for spring. The scent is a celebration of citrus florals, pairing tuberose petals with Italian bergamot, golden gardenia, honeysuckle, and jasmine. Aside from capturing the scented beauty of fresh blooms, the eau de parfum was also created with 86.29% green chemistry and is A-rated on Ecoscent Compass for use of carbon and water impact.

Hanni: The body care brand has introduced their latest launch, **Splash Salve** (\$34), an intensely hydrating body mask. Made with dry, winter skin in mind, the salve is made up of shea butter, which soothes irritation and reduces redness, and jojoba, which absorbs quickly in order to heal and condition dry skin. Coconut oil and glycerin work together to nourish and soften the skin while providing protection against environmental aggressors.

Arey: The functional beauty brand has launched **Wait A Sec** (\$36), a dry shampoo formulated with peptides and antioxidants which act together to preserve and stimulate hair pigment to prevent graying. The inclusion of silica strengthens the hair, preventing thinning, while aluminum starch works to absorb and balance oils on the scalp, leaving hair feeling clean.

Everist: The Exfoliating Body Wash Concentrate (\$24) is a creamy formula made with biodegradable bamboo charcoal particles that gently exfoliate and hydrate the body. The inclusion of 25% glycerin and 18% aloe vera softens, buffs, and cleans the skin while working to protect its barrier. The body wash is packaged in 100% fully recyclable PCR aluminum.

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