

Launches



Foreo unveiled a new device called Bear, which claims to tone and tighten the face and targets the initial signs of aging. The company says that Bear provides a facial workout by combining precision micro-current and T-Sonic pulsations. There are two versions of the device: The regular sized Bear features five micro-current intensities to choose from, while the Bear Mini has three micro-current intensities. Both versions offer T-Sonic pulsations, which direct lower frequency pulsations to areas that show the first signs of aging, and an anti-shock system, which automatically adjusts the device's micro-current intensity according to the skin's resistance to electricity, thereby ensuring a shock-free and safe treatment.

The device is also app-connected. This means that users' preferences can be automatically synced to the device via Bluetooth technology and that users can follow facial toning workouts via their smartphone. Bear retails at \$299 and the Bear Mini at \$199. They will launch at the end of the year.

Foreo says the device caters to a strong demand for anti-aging items, citing figures from research company Market Watch that state the anti-aging market will reach \$271bn by 2024. Potential is particularly strong in Asia, especially among millennials, who are increasingly looking to delay aging and target early signs of aging, such as fine lines and sagging around the facial contours.

Foreo said that key retailers in China and Korea, including CNSC, CDFG, Shinsegae Duty Free, Lotte Duty Free and The Shilla Duty Free placed orders for the device after seeing it at the TFWA show.



Moroccanoil showcased its Color Depositing Mask, a temporary hair color product in seven shades that combine color with the benefits of a mask. The masks are said to be the next step for the company as it continues to grow into a lifestyle brand. The brand said it has seen a strong response to the masks since their launch in August. It plans to add new colors to the line-up each season.

Moroccanoil also revealed that it has become a presenting partner of the Eurovision Song Contest 2020. As the exclusive main

sponsor of the annual event, which reaches up to 200 million TV viewers around the world, Moroccanoil has been granted global media and digital rights as part of a long-term partnership for the next five Eurovision Song Contests until 2024. Moroccanoil's hairstylists will provide haircare and styling for participating artists at Eurovision dress rehearsals and the live TV shows, which are broadcast to more than 40 markets.

In terms of travel retail, the company said it continues to see strong demand from operators to develop the brand in Asia.



Perfumer's Workshop International is to launch a new collection called Elixir under its **Amouroud** brand in the first quarter of next year. The Elixirs, which the company describes as its top-of-the-range line, will launch with three fragrances: Noir Illuminé, Golden Oud and Mysterious Rose. All the scents put the focus on natural ingredients. Around six months after launch, the brand plans to add more scents to the range. The Elixirs will launch in Harrods and other key department stores in the US, the Middle East and in Russia. They retail at \$285 for 75ml.



French fragrance house Groupe CBI is preparing to launch the first fragrances under the **Zilli** fashion brand license. The brand will launch with a 200ml limited-edition coffret priced at €700 to €800. There will also be three fragrances in selective distribution which will retail for €120 for 100ml, with names of the fragrances yet to be decided. CBI Groupe ceo Hervé

Josserand said the Zilli brand gives the company an entry into the men's fragrance category, which it did not have prior to acquiring the license.

Groupe CBI said it is also looking to expand in travel retail thanks to its June acquisition of French children's scent company Millennium Fragrances. "The children's market has the advantage of being less competitive because there are fewer brands," said Josserand. "It also allows us to access the travel-retail channel as they are gifting products. We are not sufficiently strong in travel retail; these brands will help us develop our other brands in the channel."



Icelandic skincare brand **BioEffect** unveiled a new Imprinting Hydrogel Mask that is claimed to increase the efficacy of its barley-based EGF (Epidermal Growth Factor) in its serums. The mask, which contains hyaluronic acid, glycerin and hydrating agents, retails at \$16, or \$85 for six, and is designed to be used in conjunction with the serum. BioEffect will also relaunch its day cream at the end of this year.