

# Keeping Up With Cosmetics



**Spin your profits skyward with the latest in fashionable and affordable makeup products.**

by Heather Larson

**B**rooklyn, New York-based style expert and former celebrity makeup artist Rachel Weingarten says the trend she expects to see in makeup this summer is an overall natural look—one that should be supported in stores and salons.

“This season is all about glowing skin, lush eyelashes and mostly neutral colors,” says Weingarten. “That said, some women will layer on shocking color, which may take the form of an electric blue mascara or shocking green eyeliner—just enough to be playful, but not enough to look silly. And coral will take the place of pink in blush and eye shimmer.”

Other popular trends encompass mineral formulas as well as products that enhance or create dramatic eyelashes, conceal imperfections and present the image of glowing, healthy skin, says Weingarten. Furthermore, multipurpose makeup will continue to be favored by time-starved women. And inarguably, products must be affordable. "Since women have become more frugal, it's become an art form to discover brands new to them," says Weingarten. "What beauty supplies have over cosmetic counters is the deep understanding of how cosmetics work."

Therefore, offering tip sheets will be smart, along with a few suggested looks for different skin types and detailed lists of products that are used to create those looks.

Now, get a head start on what's to come by ramping up your makeup sales with these trendy products, suggestive selling hints and merchandising advice from the pros.

## PALLADIO BEAUTY GROUP

Palladio Beauty Group is based in Hollywood, Florida, and has been one of the dominant players in the cosmetics industry for more than 25 years; 10 of which have been under the leadership of owner Phil Solomon. The company likes to point out that customer service is key in its outstanding partnerships with customers.

Rice-based cosmetics enriched with vitamins, herbs and minerals describe its offerings—and providing high-quality products at affordable prices is its standard.

"Our products not only make a woman beautiful, but they are good for her," says Lorraine Guzzo, director of sales for the Palladio Beauty Group.

### Eyes

New for 2010, **Herbal Eyeshadow Primer** is creamy, easy to apply and formulated to look vibrant and fresh all day. Suggested retail price: \$8



### Face

**Herbal Foundation Primer** is a silky, smooth base that works with any foundation to keep the whole face feeling refreshed all day. SRP: \$6



### Palladio's Herbal Liquid Concealer

banishes imperfections and has a sponge-tip applicator that makes application easy, even on hard-to-cover areas. It comes in four shades with two correctors. SRP: \$6



### Herbal Foundation

has an oil-free formula that allows for full coverage with a transparent feel. It moisturizes while it protects and smooths the skin. It's available in eight shades for all skin types. SRP: \$10



### Add-On Sales

**Baked Eye Shadow Trios** have recently been expanded to 12 shade assortments, so they're a natural choice to accompany Palladio's **Herbal Eyeshadow Primer**. The shadows can be applied wet for a bolder, more dramatic effect, or dry for a sheer, more natural look.

To complement the herbal makeup trio already described, Palladio suggests its signature **Rice Paper**, which blots using one side and powders with the other. Its **Baked Bronzers** are another must for the face, and are now in four shades.

### Merchandising

Palladio provides full-size testers in easy-to-merchandise and consumer-friendly displays. Other merchandising options include artist palettes, self-service counter displays and modular floor stands. The company can also supply a graphic that explains product benefits and application. Color is its main selling point, so its displays are designed to showcase the brand's available shades and applications.

Palladio Beauty offerings cover the face, lips and eyes with pencils, primers and other accessories. 800.272.6200, [www.palladiobeauty.com](http://www.palladiobeauty.com)

## ILLUMINARÉ COSMETICS

Illuminaré Cosmetics, based in El Dorado Hills, California, is marketed as the world's first line of liquid mineral makeup. It was founded by Ruthie Molloy, whose background is as an esthetician and physical therapist; she developed the company's products. Molloy says that relying solely on mineral powder with sunscreen in it doesn't provide enough sun protection. That's why her line of foundations—which features three different formula finishes—is formulated with SPF 21 sunscreen. The company's formulas meet FDA regulations for SPF, including skin sensitivity, water resistance and phototoxicity and more.

### Eyes

**Beyond Black Superior Performance Eye Liner/Shadow** is a richly pigmented, silky cream mineral eyeliner that is free of parabens and waterproof. It doubles as an eye shadow and comes in an earth-friendly glass container. SRP: \$21



### Face

#### Fantastic Finish Foundation

contains sunscreen, helps lock in moisture and hydrates dry skin. It comes in a tube and provides light-to-medium coverage to even out skin tone. SRP: \$27



### Lips

#### Ultrashine Mineral Lip Gloss

shimmers as it hydrates and comes in five fun, vanilla-scented shades. Tease is a sheer-nude peach-beige. Sultry is a sheer pink. Flirty is a sheer baby pink. Foxy is a sheer violet. And Vixen is a sheer plum-raisin. SRP: \$17



#### All Day Mineral Lip Colors

glide on with a glossy finish and never feather. They're made with intensified pigments to assure staying power and come in five shades. The lip colors are odorless and the colors are Faith, a nude pink-beige; Hope, a neutral plum-mauve; Love, a natural rose-pink; Joy, a rusty plum; and Bliss, a ruby rouge. SRP: \$16



### Add-On Sales

The **Eyeliner/Brow Brush** has a small, flat angled tip and converts creamy eye colors to eyeliners and/or brow fillers. It gives the brow definition that lasts all day.

**Ultimate All Day Blush** mimics the colors of natural blushes to make skin look radiant and healthy. It comes in five different shades. Customers don't know what colors they like best? Suggest they try the **All Day Mineral Lipcolor Trial Pack**. It offers five lip colors, each in a 1-milliliter pillow. A wand is included.

### Merchandising

Illuminaré offers two different fully-loaded acrylic displays that include all the testers. One holds liquid mineral makeup and the other is designed for liquid mineral foundations. A summertime display can also be created using the various lip colors.

Illuminaré Cosmetics offerings include foundations, blushes, eye colors, lip colors and tools. 866.999.2033, [www.illuminarecosmetics.com](http://www.illuminarecosmetics.com)

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## BODYOGRAPHY COSMETICS

Bodyography, based in San Diego, was founded in the early 1990s when it launched with a line of 24 lipstick shades. Today, it has more than 300 products—not just lipstick—with new formulas constantly being developed to reflect the very latest in cosmetics research and fashionable color palettes. The line is available in leading salons throughout North America as well as in five-star hotels and exclusive spas. Bodyography products undergo extensive testing by clinical dermatologists to ensure that they meet quality standards that are among the highest in the industry. Bodyography products use minimal, recyclable packaging and none of its products have ever been tested on animals.

### Eyes

**Duo Expressions** for the eyes can be used all over the face as a blush, as eye shadow and/or as eyeliner. The intensely pigmented powders go on smoothly without chalkiness whether applied wet or dry. This water-resistant formula doesn't cake or crease and can be easily removed with soap and water. It comes in Laguna and Mystic. SRP: \$14



To accentuate the eyes, use the waterproof, mineral-formula in **Stiletto Mascara**. The mascara lengthens, separates and defines lashes without clumping and is proven safe for sensitive eyes. It is formulated to stay on even during hot, humid weather and is free of parabens. It's available in black. SRP: \$15



### Face

Bodyography's best-selling product is its **Veil Foundation Primer** due to its antiaging ingredients and formulation that extends the life of your makeup. The company also offers **Monaco Matte Veil Foundation Primer**, which features all the antiaging benefits of its clear primer, but in a subtle bronze color. The color appears natural—not orangy. SRP: \$28



**Tahitian Glow Primer** has the same benefits that Monaco Matte Primer has with added shimmer that reflects the light in the bronze. The primer is weightless and won't irritate sensitive skin. SRP: \$28



### Add-On Sales

**Canvas Eye Mousse** works as a base, hydrates and applies smoothly. It contains antiaging ingredients and vitamins A, C and E to protect and mask eye darkness.

Synthia Villavicencio, a makeup artist at Salon Jose in La Jolla, California, and a Bodyography client, recommends the following, "I tell my clients that if they want to add a little glamour to their lives, use Tahitian Glow Primer with **Oxyplex Loose Powder** in Mocha and Mystic eye shadow."

The **Brush Off Anti-Bacterial Brush Cleanser** is made from orange peel and gently cleans and disinfects makeup brushes quickly and efficiently.

### Merchandising

Incorporating a display with sample testers helps sell products. Bodyography offers a floor display that features something from each makeup group. However, if a salon wants to feature only Foundation Primer or the Oxyplex Mineral line, the company has developed displays for those too.

Bodyography offerings cover the face, eyes, lips, skincare solutions and brushes. 800.783.9969, [www.bodyography.com](http://www.bodyography.com)

## BOYD'S/CMA COSMETICS

Boyd's is based in New York City and has been in the retail and wholesale business for more than 60 years. It specializes in cosmetics, skin care, toiletries, fragrances, beauty supplements and pampering products. Its trademark shopping bags—with a multicolored face—have been spotted at the Eiffel Tower, the Great Wall of China, on a gondola in Venice and in the Israeli desert.

Company owner Carol Fader is said to have first introduced the in-store beauty makeover as a selling tool. Now it has gained worldwide acceptance as the absolute best way to sell cosmetics. Boyd's still offers the company's famous makeovers by appointment.

### Eyes

**Renoir BioLash**, a gentle, safe and nonirritating formula that's free of hormones and parabens, grows eyelashes with noticeable results after four weeks of consistent use. SRP: \$45



**Liquiliner**—another Renoir product—stimulates hair follicles to lengthen and make lashes fuller. It glides on easily without skipping, running or smudging. The pigment-rich, water-resistant formula is formulated to stay on until it's taken off. SRP: \$18.50



### Face

**Renoir Concealers** can be applied quickly and smoothly under the eyes or to the entire eye area. They make a good base for eye shadows and their creaminess prevents the product from creeping into facial lines. The concealers come in Empress Beige for light-to-medium skin and Honey for medium-to-dark skin. SRP: \$21.50



### Lips

**Sensuous Lips** creates fuller, smoother, more defined lips without collagen and eliminates feathering. SRP: \$11



### Add-On Sales/Suggestive Selling

**Renoir Mascara** goes on easily and has a short brush for more control.

**The Miracle Concealer Pencil** from Boyd's Beauty Basics serves two purposes: It works as a lip liner and doubles as a concealer, covering fine lines and imperfections on the face. SRP: \$10

**No Lines** eliminates facial lines for a full eight hours. It can be used alone or over makeup.

When selling Renoir by Boyd's products, use quotable selling points gleaned from customer accolades. Hearing the positives that others have to say about these products separates Boyd's from its competition and can help customers quickly switch over to Boyd's products.

### Merchandising

All Boyd's beauty products come on cards so they are easy to hang either on a wall or on a turning floor fixture. Product cards can fit in spare spaces and contain everything customers need to know about why they should buy the product and how to use it effectively.

Boyd's offerings cover face, lips, eyes, skin care and cosmetic bags. 800.683.2693, [www.boydsnyc.com](http://www.boydsnyc.com)

### INTERMARK•USA

Grant Berry, founder and creator of Intermark•USA's Styli-Style, based in Brewster, New York, has been developing award-winning products for the beauty industry for more than 25 years.

"From the beginning, I have committed the Styli-Style brand to the pursuit of excellence in the product development area—and I will not compromise on this goal. Nothing 'me too' is or will be marketed in Styli-Style. If we are not marketing a breakthrough product concept like the Flat Pencil or challenging formulations as we do with our 24-hour Line & Seal Pencil, we are redesigning packaging that is more fun and more functional than it was to bring you makeup that you will absolutely love using," says Berry.

### Eyes

**Line & Seal 24** is a semi-permanent, waterproof and smudge-proof eyeliner formula. It delivers both a thick and thin line, and never needs sharpening. The eyeliner lasts up to 24 hours and comes in 20 shades. SRPs: \$2.99 to \$5.99, depending on shade



### Face

**Luna Bronzer/Blush** is created by hand and baked on special tiles that allow for the finest release of powder available. It gives a translucent and natural look, leaving the skin glowing and bright. SRP: \$20



**Hideaway Concealer** makes the face look rested and refreshed even when it's not. Push the button and flick the brush to release the water- and mineral-based formula. It comes in four shades. SRP: \$12.50

### Lips

**Plastique Lipgloss**, a LipInnovations product containing holistic ingredients, provides shiny, even coverage. It can be layered and soothes and heals lips during wear. The gloss is available in 13 fashionable shades. SRPs: \$3.99 to \$7.99, depending on shade



### Add-On Sales

**Liquid Glitter** creates a sparkling effect on lashes without a mess. It can be applied anywhere on the face or body, and dries in seconds. The glitter comes in gold and silver.



The **Kabuki Brush** is especially designed for the application of baked bronzers, which are looser than regular pressed powders. The brush applies an even amount for every coverage imaginable.

**Flat Lip Pencil** combines lipstick and lip liner, so that matching the two is never a problem. The pencil adds gloss and lasts for more than four hours. It comes in eight different shades.



### Merchandising

Intermark•USA offers three different Styli Pods: a 72-inch-tall spinner floor display that features the widest and most updated selection of the company's 24-Hour Power products; a spinner counter unit where each product is clearly visible and items are interchangeable and easy to replace, including testers that are clearly visible; and a 64-inch wall-program unit that includes high-fashion imagery on the packaging.

Intermark•USA offerings cover the face, lips, eyes and accessories. 914.277.3830, [www.styli-style.com](http://www.styli-style.com) ■

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