

SPEC

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SOAP, PERFUMERY
& COSMETICS



Naturals

Green chemistry & standard issues

UK MARKET

Value & vision

PACKAGING

Dispensing with precision

www.cosmeticsbusiness.com

ZORAI MAKES NATURAL DEBUT

Zorai Naturally Pure Skincare is a new brand featuring natural, organic products, free from petrochemicals, synthetic preservatives, colours and fragrance. The brand was developed by Wismah Hearnshaw, whose daughter suffered eczema. Her solution was Apricot Balm, an intensive moisturiser to soothe dry skin. The balm, which forms the basis of the line, also includes organic cocoa butter and organic apricot kernel oil. Other products include Multivitamin Complex, a rejuvenating night cream, Almond Hand Cream and Aloe Day Cream.

PRICE £11.95 - £18.75

AVAILABILITY UK www.zorai.co.uk

LAUNCH Now



TWO FACED AIMS FOR AIRBRUSHED FINISH

New from Two Faced Cosmetics is Natural Eye, a neutral eye shadow collection. The portable kit contains rich, blendable pigments said to create soft and subtly sexy 'natural eyes' with an airbrushed finish. Instruction cards are included to help users achieve professional looking application.

The range of nine shades includes three each for day, classic and fashion wear. Day shades include Velvet Revolver and Sexpresso, classic ones include Silk Teddy and Erotica, and the fashion range includes Nude Beach.

PRICE £22

AVAILABILITY Worldwide

LAUNCH September



JO MALONE CAPTURES A PERFECT MOMENT

The latest fragrance from Jo Malone, Vanilla & Anise Cologne, is said to capture the fragrance of vanilla orchids blossoming at day break in Madagascar. Top notes of Sicilian bergamot, Tunisian neroli, wild fennel flower and star anise blend to a heart of oleander, tuberose, frangipani and purple vanilla orchid, supported by base notes of Madagascar clove, white amber, vetiver bourbon, vanilla bourbon absolute and tonka.

PRICE 30ml, £32; 100ml, £64

AVAILABILITY Worldwide

LAUNCH September

ORGANICS TARGET CELLULAR LEVEL

Acquizhen is a new certified holistic organic skin care brand claimed to combine effective skin care solutions with a sustainable business practice.

The six sku line is claimed to help protect the skin at a cellular level as well as enhancing the skin's natural regeneration processes and has accreditation from Ecocert and DGNK, an independent association that promotes the development, production and use of natural and organic skin care products. Each formulation has a minimum of 99.09% natural (ethically sourced) ingredients, while packaging is recyclable and in some cases biodegradable.

Products include Freshening Cleanser, a purifying gel containing apple, witch hazel, alfalfa, resveratrol and sweet orange extracts to cleanse and refresh skin and Replenishing Day Cream, said to help reduce the appearance of fine lines and wrinkles and promote radiance



thanks to a formula containing para cress, alfalfa, kigelia, green coffee and white tea extracts. There is also Eye & Delicate Skin Serum for use around the eye and lip areas; Nurturing Night Cream, said to reverse the process of skin ageing induced by daytime exposure to sunlight and environmental stresses; and Gentle Exfoliating Mask.

PRICE £24.50 - £58

AVAILABILITY www.acquizhen.com

LAUNCH Now

CORRECTING SERUM SORTS OUT SKIN TONE

Origins' Brighter by Nature Skin Tone correcting serum is formulated with plant ingredients, said to correct uneven skin tone caused by ageing and sun damage. Yeast extract and vitamin C break up surface skin discoloration and fade the appearance of dark spots; Japanese basil leaf, with its soothing properties, helps discourage visible skin damage; and salicylic acid exfoliates the skin's outer layers to restore clarity.

In clinical tests 73% of participants saw an improvement in skin clarity after a single application and 42% noticed a reduction in the appearance of age spots after eight weeks.

PRICE £30

AVAILABILITY UK,

US & Asia

LAUNCH Now

