



Nov 18 2011

COSMETICS 2011  
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## Cosmetics 2011

There was an overwhelming feeling of 'more is more' in make-up and nails this year. With a vivid richness in terms of colour, there was also a sense of high-octane glamour, with flawless, filmic looks in the front seat. Stylus explores the developments in cosmetics over the past year.

### Mood of Excess

• "Across the industry there's been a mood of excess," says London-based make-up artist **Kay Montano**. "The imagery and products are from an era of glamour – their references are 1970s icons like [Texan model] **Jerry Hall**. We just don't 'see' the recession like we did in the early 1990s. Today, the rich are still rich, and so **glamour remains in retail and advertising.**"

• According to beauty market research conducted by **The NPD Group**, this was reflected in sales – between January and May 2011, total prestige **make-up sales increased by 9% to \$1.4 billion in US department stores.**

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Make-up Artist: Kay Montano

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## Nails

• According to the NPD Group, the total nail category in the US shot up **58% in the prestige market to \$10 million for the first half of 2011** – the strongest growth ever recorded – with many **experts predicting varnish overtaking lipstick sales.**

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• “The biggest breakthrough is still **Shellac**, the 14-day polish,” says Maybelline’s nail expert, David Barton. “There are now 30 colours in the collection (which are ‘cured’ dry with UV light) and we’re able to layer colours to create a more personalised shade.”

• “**LED-cured ‘hard’ gels** will be the next massive breakthrough – reducing the cure time via a different wave length of ultraviolet fluorescent light,” says London based nail educator, Sam Biddle.



• In terms of trends, **nail art** continued to flourish. “Women have been more open to expressing a daring look on their nails,” says Barton. Biddle adds: “This year sees a rise in more sophisticated nail art and wearable nail designs which **the everyday consumer can apply.**”

• With **video tutorials** and **user-friendly products** launching, nail art has become increasingly accessible outside the salon. Launches included **magnetic polishes, metallic crackles, scented polish, 3D glitter topcoats** and the **holographic topcoat**, plus **new nail wraps** from **Claire’s Accessories, Nail Couture LA** and **Nails Inc.**

• “The most substantial micro trends were the **two-tone** effect nails, such as highlighting the nail’s lunula in a contrasting colour,” says Biddle, “The **ring-finger manicure** is the latest micro trend – painting nine of the nails so the ring finger is left to stand out.”



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## BB Cream

- Appealing to the multi-tasker fan, the UK and US welcomed a cult Asian import: BB Cream – aka **Blemish Balm**. BB creams now account for 13% of the Asian mass-market make-up sector. “Skin correctors have been at the forefront of the market this year,” says department store Harvey Nichols’ beauty buyer, Hannah Phillips. “As customers become more educated, they expect multi-functional products.”

- Launches included **Dior Snow White Reveal UV Protection BB Cream**, **MAC’s Prep + Prime BB Cream**, **Garnier’s Miracle Skin Perfector Daily All-in-One B.B. Cream** and **Boots 17 BB Blemish Balm**.



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## Lips

- “Lip gloss feels a bit dated now,” suggests Montano. “Lipsticks are picking up among consumers. **Chanel’s Coco Rouge** is sheer and moisturising, and Nars, MAC and Lancome have created great velvet and matte textured lipsticks.”

- Statement lips have crossed the seasons from the fuchsia pink of Spring/Summer 2011 – according to the NPD Group, pink was the dominant colour from January to March – to the **bright red** of Autumn/Winter 2011-12 and S/S 2012.

- This year also heralded the **3D lip** – layering liner, lipstick and gloss for greater colour depth - or adding in **lip tattoos**.

- At the other end of the scale, **lip stains** have also been popular. **Revlon’s Just Bitten**, **Smashbox’s Lipstain and Color Seal Balm**, **Clinique’s Chubby Sticks** and **Hourglass’s Aura Lip Stain** all launched this year, tapping into this trend.



# Jovember 2011

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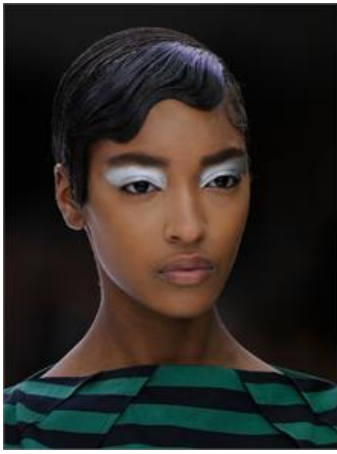
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Eye cosmetics and eyeliner continue to be fun being and creating for the consumer.

- Liner – multi-tonal and traditional black – rose and fell from the lashline, with the oft-used **Bardot feline flick** being dislocated to the socket, the lower lashline, the brow and branching out in several lines. After all the temporary tattoo transfers of last year, this year saw **stick-on eyeliner by Dior** at Sephora adding to this **'more is more'** spirit in make-up.



- Several brands have developed the long-wear technology to a new timeframe with improved long-wear polymers.
- Among the new launches were **Maybelline New York's SuperStay 24hr LipColor**; **Nars' Larger Than Life Long-Wear Eyeliner** (12-hour wear); **Chanel's Illusion D'Ombre Long Wear Luminous EyeShadow**; **Rimmel's London Lasting Finish 25-Hour Foundation**; and the **MAC Pro Longwear collection**.



## Stylus Summary

Even in a climate of financial turmoil, **the consumer's thirst for colour and play was evident.**

**Nail art became increasingly accessible** due to video tutorials, heat-free nail wraps and special-effect topcoats – an affordable alternative to expensive fashion statements.

**Asian BB Creams were reformulated to suit Western complexions**, offering multi-tasking skin enhancement – **arguably the biggest cosmetic launch of the year.**

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