

languages as a marketing hook on their packaging. Note in the France segment where English is used. They come in a matte black paper box of three sachets with an open window so the consumer can see the artwork. The window is just a cut-out and each individual sachet is acetate wrapped to keep in the fragrance. I am charmed by this old fashioned concept made new again because I use them in my suitcase and laptop bag as much as in my drawers. They also seem to be attractive to both men and women. There's a first ... unisex sachets.

**France:** Geodesis Black Tea candle is inspired by the scents the owner and former photographer experienced during his exotic travels. The packaging is both elegant and artsy as the candle sits in a glass

tumbler with an oversized paper stamp and metered seal. The outer box design was inspired by old travel documents from La compagnie des Indes (The East India Company). The scent is slightly smoky, capturing the high quality black tea fragrance from the province of Yunnan, China.



GEODESIS

Expanding ever so lightly outside the borders of Asia, I have included an additional product from France since it is the one country that has more new product introductions than any other in this category. Cannelle de Ceylon Parfum d'ambiance (room spray) from Fariboles evokes a warm cinnamon fragrance with a hint of fruit. What I found rather au courant with fashion was the upbeat verbiage in English that surrounded the bottle: Delight, Luxury, Inspiration and Thrill.



FARIBOLES

**Switzerland:** Farfalla's ceramic lotus on a glazed lily pad is to be used by placing drops of essential oil onto the "raw" ceramic lotus flower. The fragrance will diffuse into the air naturally without heat as the oils impregnate the ceramic. In a sense, this is modernized potpourri. It is both interactive as well as an aesthetic conversation piece.



FARFALLA

Americans tend to be more interested in the fragrance while Europeans seem to care as much about naturally derived ingredients—California being a real advocate as well—for health reasons as well as being environmentally responsible.

As we become aware that these little luxuries help our mood and help us to sleep better, it is important to note that brands need to make smaller travel sizes available in both candles and room diffusers for business and pleasure travel.

To gain proprietary written reports into future trends for your brand, contact me at [dasyivino2@yahoo.com](mailto:dasyivino2@yahoo.com). My next journey will be to Asia in early January 2007 to see what other inspiration I might find in the East.

Happy Holidays!

*Marguerite*



MARGUERITE LA CORTE

## HYDRATING MOSS

**Institut' DERMed** released Anti-Oxidant Rich Cream, formulated with black tundra hydrating moss extract and antioxidants that protect cellular DNA to prevent abnormal cell development as skin ages.



INSTITUT' DERMED

## BE MINERAL

**JANE & Company LLC** introduced its mineral makeup and powders line, JANE Be Pure. The line is free of talc, oil, wax and fragrance.



JANE & COMPANY LLC

## LIGHTER EYES

**Zia Natural Skincare** added Revitalizing Eye Crème to its Brilliance line. The product contains antioxidants, botanicals and multipeptides to reduce the appearance of dark circles, puffiness and fine lines.



ZIA NATURAL SKINCARE

## SWEET SOAP

**Irie Star** introduced its Blissoma Soap on a Rope, formulated with 90% organic oils and scented with essential oils. The company also released its Cupcake Soaps, made from 90% organic ingredients in three scents: lavender, lemongrass and mint.



IRIE STAR

## ANTIAGING FOR LIPS

**SkinMedica** introduced its TNS LipPlump System, a multifunctional lip treatment combining NouriCel-MD, a natural tripeptide, with collagen spheres to increase hydration and lip volume.



SKINMEDICA

## SCIENCE OF MOISTURE

**Menscience Androceuticals** introduced its Advanced Face Lotion, formulated with hyaluronic acid, squalene and green tea extract. The lotion, according to the company, goes on smoothly without leaving a greasy residue.



MENSCIENCE ANDROCEUTICALS

## SILKY SKIN

**The New Silk Road, Inc.** created silk skin care creams for the **Miriam Gayle Collection**. The silk powder, formulated to obscure blemishes and moisturize, has virtually no color or odor.



THE NEW SILK ROAD, INC.

## SMOOTH SHAVE

**GYM Grooming** introduced its Comfort Smooth Shaving Gel, containing an essential oil blend formulated to soothe, calm and protect the skin while minimizing nicks.