



## S.O.S. Color Recover

Company:	Michel Mercier
Brand:	Michel Mercier Professionnel
Category:	Hair Products
Sub-Category:	Hair Colourants
Country:	Israel
Launch Type:	New Product
Price in local currency:	ILS79.99
Price in US Dollars:	23.13
Price in Euros:	18.61
Bar Code:	7290013966049



## Product Description

Michel Mercier Professionnel S.O.S. Color Recover retails in pack that features a Facebook icon and a QR code, and contains: Hair Colorant; a comb; and an instruction leaflet. It is described as an innovative solution to instantly cover grey hair. Easy to use and carry, the multi-use, "unique" applicator is said to deliver the perfect shade of colour where desired. The colour is claimed to be long lasting, staying until the next shampooing, without fading, flaking or rubbing off. The product contains no harsh chemicals, peroxide, ammonia or mono ethanol amine. It has not been tested on animals, and is available in the following shades: NBR Brown Shades; BLK Black Shades; CBR Light Brown Shades; WBR Deep Brown Shades; BLD Blonde Shades; RED Red Shades; and COP Copper Shades.

## Why is this product interesting?

Purchased in Israel, this hair colour product from Michel Mercier features a novel applicator comb that attaches directly to the aerosol dispenser.

The product is filled into a litho printed aluminium aerosol with a push-button spray dispensing unit that has a separate push-on comb. The parts are injection moulded in polypropylene and possess an attractive flowing curve design when fit together. The aerosol is held in a litho printed carton with a tuck-in top and crash-lock base.



## Alpine Fingerless Gloves & Nail Polish Collection

<b>Company:</b>	SLG
<b>Brand:</b>	Animal Christmas 2013
<b>Category:</b>	Colour Cosmetics
<b>Sub-Category:</b>	Nail Colour Cosmetics
<b>Country:</b>	UK
<b>Country of Manufacture:</b>	China
<b>Import Status:</b>	Imported product
<b>Launch Type:</b>	New Product
<b>Price in local currency:</b>	£14.00
<b>Price in US Dollars:</b>	21.54
<b>Price in Euros:</b>	16.08
<b>Bar Code:</b>	5016155116393



### Product Description

Available for Christmas 2013 as part of the Animal brand are: Alpine Fingerless Gloves & Nail Polish Collection (£14); and Glamour Run Nail Collection (£10). Fingerless Gloves & Nail Polish Collection includes: 3 x 7ml Nail Polish (Silver Dust; Waikiki Sunset; and Glacier Blue); and a pair of knitted fingerless gloves in blue and pink. Glamour Run Nail Collection includes: 4 x 7ml Nail Polish (Silver Dust; Waikiki Sunset; Glacier Blue; and Purple Orchard); and 2 x printed nail files. The nail polish is said to add a touch of glamour to any outfit.

## Fragrance with Benefits

<b>Company:</b>	Donna Karan Cosmetics
<b>Brand:</b>	DKNY Be Delicious Skin
<b>Category:</b>	Skincare
<b>Sub-Category:</b>	Body Care
<b>Country:</b>	UK
<b>Country of Manufacture:</b>	USA
<b>Import Status:</b>	Imported product
<b>Store Name:</b>	Boots
<b>Launch Type:</b>	New Product
<b>Price in local currency:</b>	£39.00
<b>Price in US Dollars:</b>	61.98
<b>Price in Euros:</b>	49.88
<b>Bar Code:</b>	022548288733



### Product Description

The DKNY Be Delicious Skin range is formulated with the apple fusion complex, a blend of skin-loving ingredients that are clinically proven to instantly moisturise, smooth and brighten the skin. In addition, the products come in apple-inspired bottles. The range includes Fragrance with Benefits, which is designed to make skin irresistibly soft and glow with lustre whilst leaving it with a fruity and sweet scent. This product is also available in a 100ml (£54) pack.



## **All-in-1 Beauty Balm Concealer SPF 30**

**Record ID:** 2216968  
**Company:** Physicians Formula  
**Brand:** Physicians Formula  
Super BB  
**Category:** Colour Cosmetics  
**Sub-Category:** Face Colour  
Cosmetics -  
Concealer  
**Country:** France  
**Country of Manufacture:** USA  
**Import Status:** Imported product  
**Store Name:** Parashop  
**Store Type:** Drug  
Store/Pharmacy  
**Store Address:** Paris 75004  
**Date Published:** Oct 2013  
**Product source:** Shopper  
**Launch Type:** New Product  
**Price in local currency:** €16.90  
**Price in US Dollars:** 22.64  
**Bar Code:** 0044386078871



### **Product Description**

Physicians Formula Super BB Correcteur Beauty Balsam FPS 30 (All-in-1 Beauty Balm Concealer SPF 30) features a high-tech, multi-tasking formula, combining brightening antioxidants, moisturising and firming botanicals and perfecting optical diffusers, offering powerful skincare and make-up benefits. The product is said to offer over ten beauty benefits, including: redness, imperfection and blemish reduction; smoothing; concealing; correcting; anti-dark circle and puffiness; line-softening; brightening; perfecting; protecting; and durability. It is hypoallergenic, fragrance-, paraben- and gluten-free, non-comedogenic and dermatologist approved, and includes a Flow-Thru brush for easy application. The cosmetic also provides high sun ray protection with SPF 30. It retails in a 4g pack, and is available in the shade Clair.



GNPD

## Mask & Peel

<b>Record ID:</b>	2095551
<b>Company:</b>	Noxidoxi
<b>Brand:</b>	Noxidoxi
<b>Category:</b>	Skincare
<b>Sub-Category:</b>	Face/Neck Care
<b>Country:</b>	France
<b>Country of Manufacture:</b>	France
<b>Import Status:</b>	Not imported
<b>Store Name:</b>	www.parapharmacie-naocia.com
<b>Store Type:</b>	Internet/Mail Order
<b>Date Published:</b>	Oct 2013
<b>Product source:</b>	Shopper
<b>Launch Type:</b>	New Product
<b>Price in local currency:</b>	€25.00
<b>Price in US Dollars:</b>	31.07
<b>Bar Code:</b>	3770002978023
<b>ACL Number:</b>	6137208



## Product Description

The Noxidoxi brand is designed to provide specific treatments to counteract the dermatological damages caused by tobacco. The first brand to offer a solution for smokers, Noxidoxi formulas are based on a specific patent that aims to repair, regenerate, restructure and heal fragile skin that is weakened by tobacco and environment, combining a targeted peeling to gently exfoliate and prepare the skin; a highly concentrated active complex to target damages; and a specific application method to reinforce efficiency. Dermatologically- and clinically-tested for their efficiency, the products in the range offer focused and expert care, with rich textures and innovative application and beauty gestures. Available as part of the line is Mask & Peel, designed to deliver perfection and radiance by refining skin texture, smoothing the complexion and tightening pores. The paraben-free formula combines: silica particles to remove impurities and dead cells for accelerated renewal; 2% salicylic acid to unclog and reduce the appearance of pores, while refining texture; and Asparlyne to enhance microcirculation that helps eliminate toxins and brighten the skin.