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# esprit

## MARKETING

Cosmetics  
Camera-ready complexions

## TREND

Skincare boosting solutions

## RETAILING

It's the details that count.  
News, views, innovations and  
activations drive the content  
of Esprit Magazine.



Elizabeth Arden  
NEW YORK



hot off the press

# ARDEN AWARDS achievers

*Elizabeth Arden Christmas Show Case Night is a proud moment for the company as it celebrates the success and recognises the accomplishments of its high achieving and long-serving Beauty Consultants.*

Late last year Elizabeth Arden Australia hosted NSW for their Christmas Show Case Night held at Sydney Intercontinental.

A time to reflect on the year that was, as well as celebrate the beginning of the "Silly Season" Arden Beauty Consultants were treated to an elegant cocktail event with celebratory presentations for recognition and thanks.

With an unwavering appreciation for the amazing hard work and dedication reflected in the NSW team, special accolades were noted including:

Antoinette Debello, Myer Penrith – NSW EA Consultant 2014; Glenda Bale, Myer Blacktown – Achievement Award; Eva Makkai, Myer Erina – Achievement Award; Sarom Tim, Myer Liverpool – NSW CDL Consultant 2014; Kim Hayes, Palms Centre Pharmacy – NSW Pharmacy BC.

Recognition and gratitude was also given to Anna Gallas who will be greatly missed after 36 years with the company. Says Natalie Sella, Managing Director, Elizabeth Arden: "We wish Anna a very happy retirement." All states were visited by Elizabeth Arden teams who travelled around Australia saying thank you and Merry Christmas to all their Beauty Consultants.



1.



2.

1: Kay Watts - NSW Area Manager, Anna Gallas, Myer Hurstville – Long Service Recognition Award, Sadie Staley – National Sales Manager and David Whyte – National Training Manager  
2: Kay Watts with Glenda Bale, Myer Blacktown – Achievement Award Winner, Sadie and David

## WRINKLES SCHMINKLES

Wrinkles Schminkles is a range of innovative, non-invasive, physical anti-ageing patches that stick on to areas of skin that don't age gracefully and stay put over night to prevent 'expression creases' happening in the night, for immediate and long term smoothing effect.

The range centres around specially designed Wrinkle Relieving Silicone Pads, which treat and prevent the appearance of fine lines and wrinkles, literally overnight by physically smoothing them out. Results are immediate because the reusable pads are designed to be applied to the target area before bed and work their smoothing effect during sleep. While the placement of the pads prevents skin from being able to crease and thus wrinkles developing, silicone - which has long been used in the medical industry to treat scarring - hydrates the skin and stimulates collagen production to visibly plump, soften and smooth fine lines and wrinkles. On waking skin is smoother and therefore looks younger.

Maximising the results of the Silicone Pads, the range also includes an active Morning After Glow Serum (RRP \$38.95), which has been formulated specifically for these often forgotten areas, to leave skin soft, supple and positively radiant.

"I created the range after beginning to notice fine lines and wrinkles on my chest," says Gabrielle Requena, who founded Wrinkles Schminkles. "While there are countless lotions and potions for the face, a cream alone cannot treat other areas of the body, and I found there was a distinct lack of simple, practical treatments available for places like the chest - which can tend to act its age."

The range includes specially designed Silicone Pads for the Chest, Décolletage, Neck, Forehead & Eyes and Mouth, Jowl & Lip for "peel, stick, sleep" treatment. Priced at RRP \$35.95 each, they last for up to 30 uses - or longer if cleaned with their specially formulated Cleaning Solution (RRP \$19.95). Available online and seeking retail stockists.



## VITAMAN WINS ASIASPAAWARD

VitaMan has won the "Men's Product Line of the Year Award" at the prestigious 10th Annual AsiaSpa Awards held at the Crowne Plaza in Hong Kong recently, voted by 20 independent judges from the global Spa and Magazine Industry. VitaMan, established in 1999, remains a proudly Australian made and owned grooming brand that continues to lead the way in innovative Men's Grooming Products and Spa Treatments, utilising organic Australian natural plant, fruit and herbal extracts.

Right: Vivienne Tang – Editor in Chief, AsiaSpa with Clare Matthews, Co-Founder & Director of VitaMan

