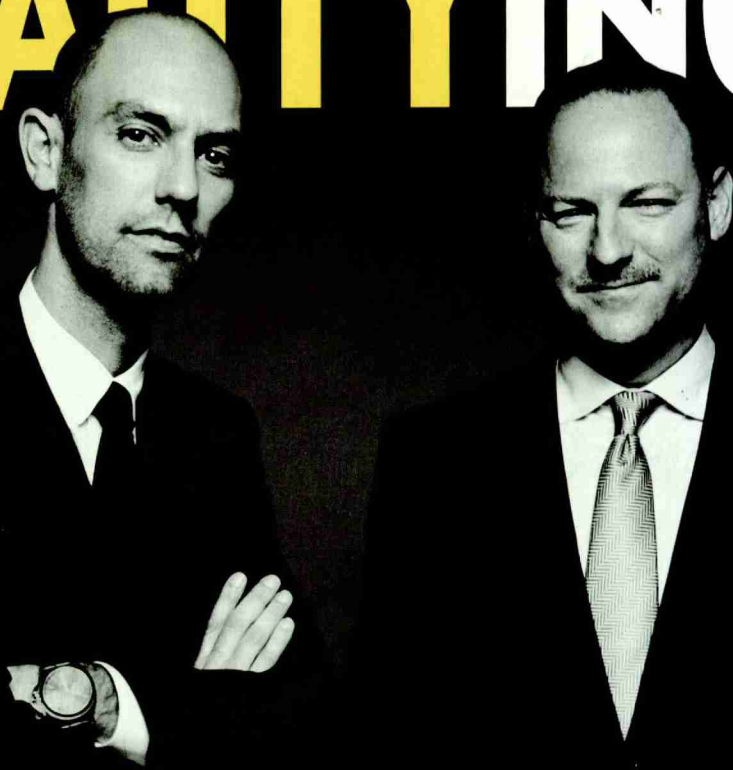


WWD AN ISSUE OF WOMEN'S WEAR DAILY

THE BUSINESS OF BEAUTY

# BEAUTY INC

EXCLUSIVE!  
BACKSTAGE WITH  
COIF CZAR  
GUIDO PALAU  
THE "AHA" MOMENTS  
BEHIND THE  
GREATEST HITS  
IN BEAUTY  
REVIVING  
MASS MARKET  
SKIN CARE



THE POWER ELITE

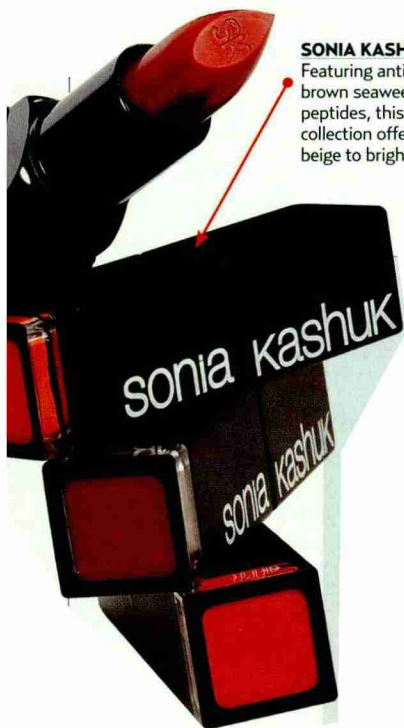
## MAYBELLINE'S MASTER MARKETEERS

HOW DAMIEN BERTRAND AND DAVID GREENBERG ARE  
POWERING MAYBELLINE'S EXPLOSIVE GROWTH

# What's In Store

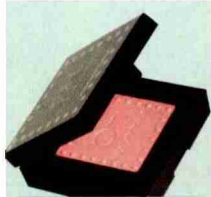
Rounding up the inventive products hitting shelves now. BY BELISA SILVA

## MAKEUP



### SONIA KASHUK SATIN LUXE LIP COLOR

Featuring antiaging ingredients like brown seaweed extract, ceramide and peptides, this lip-plumping and firming collection offers 14 shades from muted beige to bright crimson. \$9.99 each



### PHYSICIANS FORMULA PH MATCHMAKER POWDERED BLUSH

Within the LED-lit compact is a rosy blusher that adjusts its shade to the wearer's personal pH and the lighting of her surroundings in 60 seconds. Color is said to last 14 hours. \$14.95



### SEPHORA INSTANT NAIL POLISH REMOVER

This fast-acting nail polish remover dissolves color—even glitter—in just one minute. Designed for travel and on-the-go use, the salmon-hued vessel holds a pre-soaked sponge. \$9.50



### LANCÔME TEINT IDOLE ULTRA 24H WEAR & COMFORT RETOUCH-FREE MAKEUP DIVINE PERFECTION SPF 15

A silicone and hydrocarbon blend of polymers and long-wearing pigments allow this to last for 24 hours. In 28 shades. \$44



### BENEFIT HELLO FLAWLESS OIL-FREE OXYGEN WOW BRIGHTENING MAKEUP

Benefit's first liquid foundation contains an oxygen complex that helps protect from environmental factors. \$34



### SALLY HANSEN SMOOTH AND PERFECT COLOR+CARE COLLECTION

This collection of sheer pastels hides nail ridges and imperfections with a formula that allows oxygen to penetrate. Available in eight powdery shades. \$5.99



### VERA WANG SIMPLY VERA LIPSTICK AND EYESHADOW DUO

Vera Wang enters cosmetics with a line for her Kohl's Simply Vera collection. Inspired by her straightforward beauty philosophy, the range celebrates simplicity. \$18.50 each



**IO BEAUTY PROTECT/REJUVENATE BEAUTY BOOSTER and MOISTURE CONCENTRATE** Created by makeup artist Sue Devitt and nutritionist Tanya Zuckerbrot, this line addresses inner and outer beauty with formulas that are both topical and ingestible. \$38, \$32



**LA MER BLANC DE LA MER THE BRIGHTENING ESSENCE and THE BRIGHTENING INFUSION INTENSE** These target dark spots and dull skin with a sea-based ferment, cell-stimulating brown kelp and blend of algae and vitamins. \$260, \$95



**DR. ANDREW WEIL FOR ORIGINS MEGA-BRIGHT SKIN TONE CORRECTING SERUM** Dr. Andrew Weil developed this dual-function serum, rich in natural brighteners like Rosa Roxburghii, to prevent and treat discolorations and help combat inflammation. \$55

*Kimora Lee Simmon's debut skin care line*



**SHINTO CLINICAL BY KIMORA LEE SIMMONS WRINKLE SHRINK INSTANT WRINKLE ERASER** The fabulosity-focused model/mommy introduces a new nine-piece skin care line, based on ancient Asian beauty recipes used by her grandmother. \$32-\$68



PHOTOS BY GEORGE CHINGEE

**KATE SOMERVILLE DERMALQUENCH LIQUID LIFT ADVANCED WRINKLE TREATMENT** Inspired by Somerville's most requested facial, this has hyaluronic acid, antioxidants and oxygen to mimic the effects of a face lift. The nozzle is said to push ingredients deep into the skin. \$95