

**LEMON BY SUKI**

**Suki Advanced Organic Science** launched Sukibody Sensitive Cleansing Bar, an organic, aromatic soap. Shea butter and vitamin E soften skin, while saponified vegetable oil cleanses, ginger extract provides exfoliation and anti-inflammatory properties, and lemongrass oil provides a citrus aroma and antifungal effect. Suki is available online. [www.sukipure.com](http://www.sukipure.com)

**BRIGHT SERUM**

**Noevir U.S.A., Inc.**, part of Japanese beauty brand **Noevir**, launched BlancNew Reset-W, an oil-free emulsion composed of gardenia, rice bran and mushroom extracts, to even skin tone and the discoloration caused by age spots or freckles. The product is available online in the U.S. [www.noevirusa.com](http://www.noevirusa.com)



NOEVIR U.S.A., INC.

**MINERAL MASCARA**

**Larénim Mineral Makeup** launched Mineralash Mascara in jet black and black brown. The vegan products are made of natural ingredients, including jojoba seed oil and aloe leaf juice. The product is formulated to be safe for sensitive eyes and stimulate lash growth. Larénim products are available in department stores and online. [www.larenim.com](http://www.larenim.com)



LARENIM MINERAL MAKEUP

**FALL FRUIT**

**Verikira Naturals** introduced Spiced Pumpkin Face Masque, a product rich with antioxidants and enzymes that act like alpha hydroxy acids by renewing cellular growth for younger-looking skin. Verikira Naturals is available online. [www.verikira.com](http://www.verikira.com)



VERIKIRA NATURALS

**TRUE COVERAGE**

**Black Opal** introduced Total Coverage Concealing Foundation, six concealer shades for ethnic skin made from a proprietary blend of minerals, including magnesium, potassium, zinc, lysine and sodium. Black Opal products are sold at major drugstores and online. [www.blackopalbeauty.com](http://www.blackopalbeauty.com)

**WASH STICK**

**Nate B, LLC** launched N8B, a line of personal care products, featuring a unisex portable face wash stick and men's bath and body products. The male-specific lineup includes 2Gether, a moisturizer and post-shave healer, and 3Some, a combination shaving foam, facial cleanser and body wash. The unisex N8B Stick facial wash contains aloe vera, oat protein, algae extract and black currant, available in Citrus or Clean fragrances. N8B products are available exclusively online. [www.n8b.com](http://www.n8b.com)



NATE B, LLC

**CLINIQUE TECH**

**Clinique** redesigned and relaunched its 1999-debuted Superfit Makeup, oil-free liquid concealer. The product now utilizes an exclusive aerogel technology that enhances the oil-absorbing qualities of the original fiber-based formula, and a lightweight porous film technology is formulated to cool skin by keeping it dry and matte-covered. It also launched its 2008 holiday collection, featuring color cosmetics such as the glowing Fresh Bloom Allover Colour in a limited edition blackberry bloom shade, as well as smoky eye shadows; a High Impact Mascara; and Full Potential Lips Plump and Shine in dark red and violet shades. Clinique products are available in department stores and online. [www.clinique.com](http://www.clinique.com)

**LAYERED SOAP**

**Soapier** introduced Soapier Scoops, triple-layered shea butter body cleansers, featuring of three fragrances in 10 oz round, novelty soaps. Each packaged in a frosted vinyl box, the soaps include such choices as The Triple Scoop, featuring Neapolitan flavors; Tutti Fruity with mango, orange, papaya and coconut; and the newest launch, Holiday Cheer, featuring cinnamon, candy cane and egg nog scents. Soapier products are available online and in U.S. specialty retailers. [www.soapier.com](http://www.soapier.com)



SOAPIER

**PERSONAL STILA**

**Stila** introduced Surprise & Shine Record a Message Palette, playing on the trend for customization. Utilizing Stila's patent-pending technology, the color palette of eye shadows, lip color and cheek cream, allows individual users to record a completely customized message. Each time the button inside the palette is pressed, a recorded message offers words of reassurance or inspiration, instantaneously. Stila products are available at Sephora stores. [www.stilacosmetics.com](http://www.stilacosmetics.com)



STILA

**COTY SKIN CARE**

**Coty Inc.** launched a new line of cosmeceuticals, Home Skin Lab, in conjunction with facial plastic surgeon Norman Pastorek, MD, and his wife Janice Pastorek, an esthetician. The line features five targeted kits—Ageless, Wrink'less, Firmness, Brightness and Pureness—that each contain a 28-day regimen of a trial-sized cleanser, a toner, a serum, a day cream with SPF and a skin issue-specific product, such as an acne treatment for Pureness. Home Skin Lab is available through the Home Shopping Network (HSN) and in U.K. Sephora and Douglas stores. By February 2009, the brand will also be available in high-end U.S. department and specialty stores. [www.coty.com](http://www.coty.com)