

## What's New

### Lander unveils bigger sizes



Grand Brands LLC has made its entire range of Lander products, including shampoos and conditioners, available in a 64-ounce size. Grand Brands LLC, 4518 Danvers Drive SE, Grand Rapids, Mich. 49512; (616) 532-1700.

### Zippity Doo's line gets wider distribution

Zippity Doo's, billed as the first hair care products that keep children from getting lice, is now available through the web sites of CVS Caremark Corp. and Target Corp. The products, including a shampoo and a conditioner, are designed for daily use. Laurus Enterprises LLC, 2005 Merrick Road, Ste. 232, Merrick, N.Y. 11566; (888) 502-7336.

### Ammonia-free color debuts



L'Oréal Paris has introduced Healthy Look Crème Gloss Color, a no-ammonia product that the company says is designed to last through 28 shampoos as well as deliver healthy, natural-looking, glossy color with grays that are subtly blended away in just 10 minutes. L'Oréal USA Consumer Products Division, 575 Fifth Ave., New York, N.Y. 10017; (212) 818-1500.

### Axe Music line includes new shampoo

Unilever has introduced a new product line called Axe Music that the company says sports a youthful scent and includes a shampoo. Unilever, 75 Merritt Blvd., Trumbull, Conn. 06611; (203) 502-2696.

### Motions adds at-home relaxer



The Motions salon hair care brand from Alberto Culver Co. has introduced its first at-home hair relaxer kit, the Silkening Shine Relaxer System. The product is designed to deliver professional results and produce 80% more shine while reducing breakage by up to 85%. The no-lye system contains silk extracts, shea butter and coconut oil to provide conditioning at each step of the process, according to the company. The kit includes a pretreatment conditioner, a no-lye relaxing cream, a neutralizing shampoo, a conditioning silkening masque and a leave-in conditioner. Alberto Culver Co., 2525 Armitage Ave., Melrose Park, Ill. 60160; (708) 450-3000.

### Botanical hair treatment is introduced

Phyto, a salon brand that specializes in botanical hair care, is rolling out Phytolium shampoo and Phytolium 4 treatment this month. The company says that the new hair care products promise to provide consumers with an all-natural and side effect-free alternative to chemical hair loss ingredients such as Minoxidil and Finasteride. Alès Group USA Inc., 1350 Avenue of the Americas, 6th floor, New York, N.Y. 10019; (800) 557-4986.

## Launches fuel ethnic market

NEW YORK — One hair care segment with no shortage of activity is the ethnic category.

Colomer Group USA, Dr. Miracle's Inc. and Firstline Inc. have all announced product launches this summer.

Colomer unveiled Creme of Nature with Argan Oil, which is said to be the first such line for multicultural hair in the mass market. The collection comprises five moisture-enriched shine products infused with certified organic argan oil. It represents the brand's foray into styling and finishing products.

With an exotic fragrance and Moroccan-themed packaging, the products combine the healing properties of argan oil with advanced formulas for unparalleled performance, according to the company.

Argan oil is rich in vitamin E, omega-6, essential fatty acids and antioxidants and has been heralded for its restorative properties. It is excellent for adding intense shine and hydrating and conditioning, making it one of the hottest ingredients in the beauty industry, according to Colomer. Argan oil also offers instant absorption and rapid nourishment. Until now, only professional stylists have had access to products with argan oil.

"Finally, this new line offers argan oil — which is typically found in prestige products — to the masses at an affordable price," said Colomer multicultural vice president of marketing Shawn Tollerson.

Teneya Gholston, Creme of Nature brand manager and a licensed cosmetologist, said, "Creme of Nature with Argan Oil joins our family of high-performance products with certified organic ingredients that help multicultural women achieve the healthy looks they desire,



### Items from Colomer, Firstline and Dr. Miracle's make debut.

complete with moisture and remarkable shine. Each product provides radiant shine and intense hydration to women with all hair types and issues, from damaged to chemically treated to natural or excessively curly."

For its part, Dr. Miracle's introduced the Follicle Healer collection. The four-SKU line is formulated with an energizing complex to give continued life and vitality to damaged, dormant scalp follicles by infusing them with the antioxidants and vitamins necessary to enhance the growth of strong and healthy hair.

"The concerns of our consumers are our motivation," says a company spokeswoman. "We've been listening to their requests for new products with a milder, more pleasant fragrance and even more nourishing ingredients. Attention has also been paid to the creative independence that women of color today have declared — with renewed pride in their

hairstyles as an official statement of their individual style and comfort. We've delivered, on both fronts, in the form of Follicle Healer — a line formulated to go beyond the scalp to penetrate the roots of all hair types, and priced to accommodate the everyday 'budgetista.'"

Each product in the line contains components that hydrate the scalp, prevent hair loss or breakage, and increase blood circulation to the scalp as well as collagen and elasticity of the strands, she says.

In the ethnic hair accessories market, Firstline is launching the affordably priced Evolve Silky scarf and headband in time for fall. The products are available in fashion-forward prints, including wildlife (i.e., animal prints), geometric, metallic and polka dots. Designed to provide a fashionable alternative to everyday hairstyling, the scarf can be tied in multiple ways. The headband comes preknotted, so consumers can put it on and go.

## SoftSheen, Johnson in spotlight

NEW YORK — Events in Las Vegas and Los Angeles this year spotlighted ethnic hair care companies SoftSheen-Carson Consumer Products (SoftSheen) and Johnson Products Co. (Johnson), respectively.

In Las Vegas SoftSheen was a participating sponsor of the Hoodie Awards recognizing local initiatives to lift communities. With its sponsorship the L'Oréal division promoted its latest launch, the Optimum Care Salon Collection.

At the Hoodies SoftSheen hosted a celebrity styling suite led by Johnny Wright, who has styled first lady Michelle Obama's hair.

The suite highlighted the new Optimum Care assortment, which is formulated with the patented Dual Strength Complex blending ceramide R and Ionene G to repair, reconstruct

and replenish hair, instantly reducing breakage for salon-quality results at home. The collection includes a no-lye relaxer, replenishing shampoo, fortifying conditioner and mineral oil-free sheen spray.

In Los Angeles, Johnson culminated two days of Hollywood-style events at the El Rey Theatre with the naming of the four grand prize winners of The Great Model Search. The models, selected by a panel of celebrity judges after a nationwide search, were awarded \$5,000 cash, a modeling contract and an opportunity to be the new faces of Johnson's Gentle Treatment and Ultra Sheen brands.

The festivities celebrated not only fresh, new faces but new ownership. The crowning of the winners was preceded by a special tribute to Johnson founders George and Joan

Johnson. George Johnson ceremonially passed the baton to the company's new owners, Eric and Renee Brown, the husband and wife management team. The couple has extensive experience in the hair care business and formerly worked with Pro-Line Corp., founded by Renee Brown's father, Comer Cottrell. The Browns purchased Johnson from Procter & Gamble Co. last year — reclaiming its position as a minority-owned business.

Johnson is "back in the hands of people who understand the black consumer market and care about the brands," said George Johnson.

The next Great Model Search presented by Johnson will be for men, and it will launch in February in conjunction with the introduction of an Ultra Sheen men's line.