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Show review

HBA Global Expo

■ ■ ■ open and closed, and curved spatulas for luxury skincare. Qosmedix is working on a revamp of its website, which it says will provide a more efficient and simplified platform for customers who want to order online.

US-based liquid nutritional supplement brand **Pure Inventions** was showing its six-strong product line. Each product is a liquid formulation of anti-oxidants, a drop of which is added to water and then consumed as a 'healthy alternative beverage'. The blends include, Green Tea extracts, Antioxidant Fruit Extracts and Health Liver (for detoxing). The brand, which was founded in 2003 by clinical nutritionists Lynne Gerhards and Lori Mulligan, is carried in more than 2,500 spas in the US, has just launched in Australia and is soon to enter Japan.



There has been an explosion in the number of lash-growth brands in the past year. One of the newest is US-based brand **Lashem**, which launched a month ago, and claims that its dual-patented formula makes lashes 40% longer. "Our products stand out as they are 97% natural, and our delivery system better reaches and acts on the lashes," says executive vp Tricia Buenvenida. She also says that the brand's pink and black packaging gives the product a fashion edge. Lashem sells for \$49.99 on the Lashem website, at Drugstore.com and Amazon. The company is in negotiations to sell at salons and specialty stores and is in talks with distributors in Asia. Other lash growth brands at the show included Grand Lash, RapidLash and Revitalash.

Innovations on show

Market-research firm **Mintel** picked out a range of innovations from the show:

3C Inc's Loose Powder containers which feature an open/close sifter (pictured). The company claims this prevents powder from catching in the lid and enables users to dispense the required amount of product. 3C also showcased its automatic nail polish pen. The pen replaces the 'messy nail bottle and brush' for applying nail polish: by pressing the button the nail polish is dispensed to the brush and can then be applied to the nail.



Anisa International's Half-Moon Magnetic Brush (pictured). The three-piece magnetic brush set which allows three heads to be interchanged on a single handle. The company says this format is especially convenient for travel.



Cosmetic Solution's Neck-cessity (pictured). The company says that this neck cream gives a three dimensional re-contouring effect to mature skin by helping increase cohesion between the dermis and epidermis and boosting collagen.

Fusion Packaging's Reveal Airless. This airless pump features a clear window for viewing product volume thereby letting customers know when they need to re-purchase. The pump comes in 15ml, 30ml and 50ml formats.

