

## Murad reveals expansion plans



footprint in existing and new channels, including our national retail and professional accounts, direct response through infomercials and QVC, digital efforts and international expansion," said Richard Murad, General Manager of Murad Inc.

A new distribution agreement in the UK "is going to give us the

With the recent opening of its first standalone store and a move to new and significantly larger headquarters, California-based skin care brand Murad is poised to launch into the next phase of growth over the coming 24 months, much of it focused within the United Kingdom. "Within the next two years, we plan to expand our retail

opportunity to directly manage our rapidly growing business in the prestige and professional channels," he added.

Murad said that the company will be funding strategic expansion in its established prestige channels, such as John Lewis, Debenhams, House of Fraser and Urban Retreat at Harrods.

## 'Beauty from within' sector to take natural angle over next five years

Products positioned as enhancing beauty from within will see dynamic growth over the 2014-2019 period throughout Europe, said market analyst Euromonitor. The buzzword for such products will be 'natural'.

"In terms of innovation, a certain degree of caution is advised," said Eva Hudson, Head of Health and Wellness Research at Euromonitor.

"European consumers are traditionally quite sceptical of 'beauty enhancing' food and beverage products, although the link between health, healthy eating and beauty is firmly accepted."

Fancy beauty ingredients may work well in cosmetics and nutritional

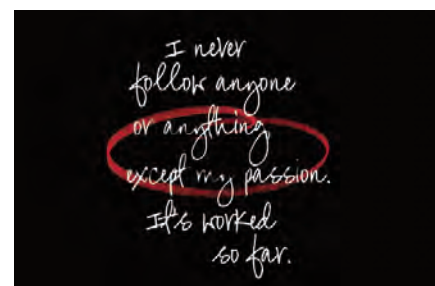
supplements, said the analyst, but transferability to food and beverages, at least in Europe, has so far been fairly limited. It is expected that natural beauty from within products will flourish.

Hudson said: "This is where the protein trend, which is finding much resonance in Europe, comes into play." High protein will have a pronounced impact in this age of obesity, as protein is believed to promote satiety, moderate cravings and maintain muscle tissue, which helps to burn fat. "The trend is being most eagerly adopted across Europe," she added. "European consumers love their protein and any excuse to eat more is welcome."

## AmorePacific set to withdraw from Japan

While Korean cosmetic brands' sales soared across Asia, AmorePacific unexpectedly announced that it had decided to withdraw from the Japanese market. The weakening yen has been causing AmorePacific's products to become steadily more expensive, while Japanese consumers increasingly opted for lower priced products.

The company said it has already closed down operations at three of its four locations in Japan last month and plans to shut the remaining one by the end of the year.



**MAC'S MODEL HUNT:** MAC has launched a new campaign that will see five consumers selected as the faces of its 2015 fall colour collection. The **MACnificent Me** campaign invites consumers to submit a photo and a mantra of 140 words or less that speaks to them on a personal level. When submitting their mantra, entrants have the option to customise its look visually to reflect their style. Entrants are also asked to submit a 100-word write-up about what makes them 'MACnificent' and why. The contest runs on [macnificentme.com](http://macnificentme.com) and will close on 5 December.

## Dry shampoo category set to boom in 2015

Dry shampoos – typically powders that clean the hair without the use of water – are on track to become among the fastest growing hair care categories in the US, predicted to increase at least 10% in 2015.

"[Sales of] dry shampoos will grow at ten times the rate of normal shampoos," said Cyrus Bulsara, President of Professional Consultants & Resources, a Texas-based trend analyst in the professional salon industry.

Popular new offerings in the category include Bumble and bumble's Pret-a-Powder, Toni & Guy's Cleanse Dry Shampoo and Pantene Pro-V's Original Fresh, Blowout Extend and Root Reboot.

The latest iteration of dry shampoos incorporate new delivery systems as well, being packaged in a fine aerosol mist form, compared to the clunkier powders of decades past. "The trend for dry shampoo began with a powder application from niche

and indie hair stylist brands," said Amy Marks-McGee, founder of Trendincite LLC, a New York-based company that consults on trends in flavour and fragrance.

Discussing the popularity of aerosols, Marks-McGee added: "With the entrance of mass market brands, the trend seems to be shifting to aerosol sprays. Another reason for the growing popularity of aerosols is that the application is easier to use and less messy than traditional powders."