



March 27, 2009

The Beauty Report

## Budget Items Still Vulnerable in Downturn

### SNIPPETS

**THIRD TIME'S A CHARM?:** The brand that just won't die, Salon Selectives, has found a new home: Beautology Brands Co. The maker of Charles Worthington London, Chemistry Salon Labs and Daisy Fuentes Style Pro has purchased Salon Selectives for an undisclosed amount. Stuart Straus, president and chief executive officer of BBC, said Salon Selectives will become a value brand and will gain distribution in late 2009 or early 2010. In 2007, Salon Selectives was purchased by Selective Beauty Brands from Unilever for a planned 2008 relaunch to the mass market. Late last year SBB pulled the plug as financing ran out. Under Unilever, the brand peaked at a 6.5 percent market share and annual sales of \$275 million in the Nineties. It was pulled from shelves in 2005 as sales fizzled.

**PRO LINE EXCELS AT TARGET:** Napoleon Perdis, founder and owner of NP Set, one of three pro lines for the mass market that hit 1,400 Target stores in August, said his launch is "doing great — above and beyond my expectations." Bestsellers include NP Set Eye Palette in Chicago, The NP Set Pre-Foundation Primer and NP Set Foundations, he said. The testers initiative "is definitely working" he said, adding that "the only issue we are still working on is keeping the testers hygienic, clean and organized at all times, as they have become very popular with customers experimenting all day, making their maintenance more challenging."



NP Set  
Eye Palette