

Products



A New Kind of Makeup Brush

A design presents its **Precious Elements Limited Edition Brushes** that are infused with 24-carat gold and sterling silver and nestled in a designer-inspired carrying case. The set features a powder brush, an angled cheek brush and a flat foundation brush. Visit adesignbrushes.com.



True Grit

GAGE FOR MEN introduces its **Grit Texture Powder**, a high-performance texture powder that's formulated with a superfine consistency that can be used on damp or dry hair for volume,

texture and grip. It offers a dry, weightless hold and a matte finish. Call 866.277.4448 or visit gageformen.com.



The Top 100

Miss Professional Nail offers **Sation Nail Polish** in 100 top-selling colors. Rebranded from its initial 1985 debut, the line is three-free and includes 43 of the original colors. The rollout features a new logo, bottle, packaging, nail rack and multimedia campaign. Call 310.538.5975 or visit misspn.com.



A Smooth Operator

Spornette International debuts the **Smooth Operator Round Brush** that's designed with a one-piece, seamless handle that eliminates hair getting caught at the nape of the neck. The rapid-dry ceramic barrel

and tourmaline ionic bristles work to retain heat styling and to condition the hair. The brush is available in four sizes. Call 800.323.6449 or visit spornette.com.



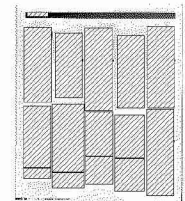
All Nice and Warm

Burmax presents its **FantaSea Lotion Warmer** to heat up lotions for manicure massages. The thermostat-controlled temperature is designed to keep lotion at a consistent temperature; the settings are high, low and off. It runs on 110 volts, comes with a 5-foot cord and three disposable lotion warmer cups, and has an indicator light to alert the user that it's on. Call 800.645.5118 or visit burmax.com.

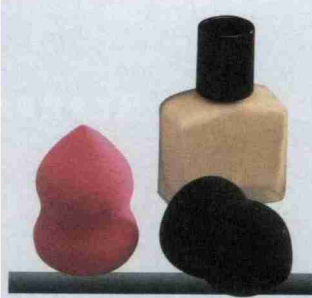


You're So Smart

Seki Edge introduces its **Smart Tweezer** tweezer with proprietary "Seki Spring" tech-



nology that transfers strength from the hands to the tip of the tweezer with a gentle squeeze. The handles are twice as thick as traditional tweezers and will not bend to pressure. Its tips meet flat against each other and it's constructed of twice-tempered stainless steel. Visit sekiedge.com.



Blend, Blend, Blend

Qosmedix launches its **Oblong Blending Sponge** that's available in black or pink. The sponges are latex-free and are especially useful for applying liquid foundation. The unique shape provides a comfortable finger grip and is ideal for reaching all contours of the face. The sponges come individually wrapped. Call 631.242.3270 or visit qosmedix.com.



Don't Forget The Kids

Don't forget to cater to kids and 'tweens with the **Soft**

Kitty toy that plays a calming song for children to calm and relax them while mom shops. The snuggable, 10-inch long plush stuffed toy is made of soft fabric in gray and pink tones. Pressing the button on its paw will start its "Soft Kitty Song" made popular by the Emmy-winning show *The Big Bang Theory*. Visit stylinonline.com.



Especially For Men

FaceLube offers a **High-Performance Three-Step System** of men's facial products that features an antiaging cleaner, a caviar-complex treatment with natural biopeptides and a protectant with proprietary collagen-producing ingredients. The line features natural ingredients and is not tested on animals. Call 323.233.6688 or visit facelube.com.



Just Go Wild!

Mad Gab's offers its **Wildly Natural** line of lip glosses, lip butters and lip shimmers. The glosses moisturize with shea butter and organic oils and are available in pink, plum and bronze; the butters are available in coconut-lime, lavender-vanilla and juicy mango, and are formulated with shea and mango butters to soften the lips; and lip shimmers are made with shea butter and organic olive oil as well as natural mica for shimmer in pink, plum and bronze. Call 800.547.5823 or visit madgabs.com.



For Your Wellness

Malibu C Color Wellness Shampoo and Conditioner are formulated with a proprietary Ecocert-ingredient complex that is ripe with 100% vegan ingre-

dients. They work to preserve hair color and moisture with essential oils and pro-vitamin B₅, vitamin E, organic aloe and betaine, a sugar beet-derived ingredient that protects the scalp from chemical irritation. Call 800.622.7332 or visit malibuc.com.



Living On the Edge

Le Edge's **Exfoliating Tool** is an all-over-body, stainless-steel device that cleans the skin naturally and without chemicals. Its nonabrasive smoothing edge is rust- and bacteria-free. The ergonomic design allows for ease of use, and the device removes dead skin cells, instant-tan debris, toxins and more. Call 877.655.7449 or visit le-edgeusa.com.



A Workspace

Solution

The **Make-Up-Matte** is a mineral and powder workspace solution and an on-the-go, portable carryall for cosmetics and brushes. It offers a clean workspace from which to apply makeup and absorbs excess particles for quick and efficient cleanup. Chic print fabric designs combined with luxuriously soft microfiber are machine washable and made in the United States. Visit makeupmatte.com.



Luxurious Skin Care

Dr. Naila Malik combines time-tested acne medications with potent, anti-inflammatory and antiaging ingredients in her **Naila MD Skincare Line** designed to deliver clear, radiant, smooth skin in two weeks. It features a medicated cleanser, a wrinkle and acne reducer treatment cream, a nourishing cream and a spot eliminator cream. Call 888.210.9693 or visit nailamd.com.



For Specialized Hair Needs

Philip Kingsley has launched the **Moisture Extreme Shampoo and Conditioner Duo** developed specifically to provide nourishment for textured hair. The shampoo contains cocoa butter to cleanse and moisturize. The conditioner is formulated with oils of almond, wheat germ, avocado and babassu, which work together to condition the hair from the cortex to the outer layer. Visit philipkingsley.com.



Eco-Friendly Dryer

Turbo Power has released the **TwinTurbo 3800 Dryer**, a 2,100-watt, energy-efficient styling tool with ionic and ceramic technologies. Drying time is reduced by an average of 50%. Its compact size delivers 75 cubic meters/hours of air flow, has a 2,000 hour K-Lamination motor, and has two speeds, four temperature settings and an immediate cold-air microswitch. It's available in five colors and is made in Italy from recycled materials. Call 888.715.6100 or visit turbopowerinc.com.



All Lacquered Up

Bodyography Professional Cosmetics presents its **Nail Lacquers** in 12 introductory colors. The line is three-free and features Rio, a violet glitter; Acapulco, a blue glitter; Ibiza, a silver glitter; Morocco, a rich magenta; Prague, a deep mauve; Monte Carlo, a bright pink; Milan, a vibrant red; Nice, a pastel purple; Cape Town, an iridescent ivory; Brisbane, a bright fuchsia; Santiago, a soft, shimmery pink; and Berlin, a shiny mulberry. Visit bodyography.com.



What's Your Sign, Baby?

Zodiac Baby presents its astrological line of shampoos, washes and lotions for babies. For the bath, the two-in-one shampoo contains coconut-derived cleansers, vitamin B and organic aloe. For the body, the intensely moisturizing lotion contains organic shea butter, jojoba oil, vitamins B₅ and E, and organic aloe. The formulations include the aromatic preferences of each of 12 zodiac signs and are pH-balanced, paraben-, sulfate-, phthalate- and PEG-free and are housed in 100% recyclable packaging. Visit zodiacbaby.com. ■