

# Cosmetic World®

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## BULLETIN

### LE BRETON TO LEAD ORIGINS INTERNATIONAL



**The Estée Lauder Companies** has appointed **Yves Le Breton** to the position of general manager for **Origins International**,

effective immediately. Mr. Le Breton is currently vice president of international for **Stila**,

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## Late Sales Surge Helps Keep Retailers On Track

Better late than never. Many retailers struggled through the beginning of the holiday season as buyers waited to do most of their shopping in the days just before and after Christmas. That procrastination, coupled with a late Hanukkah and the New York City transit strike in the final days of the season, led to a choppy start for a choppy season. Most retailers saw a positive start in December.

Specialty and department stores fared best, many beating analysts' projections. **Nordstrom** was amongst the best performers, posting a same-store sales increase of 7.7%—more than double what Wall Street expected. **Neiman Marcus** and **Saks Fifth Avenue**

## MILBAR PARTNERS WITH DERMATOLOGIST

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### MILBAR PARTNERS WITH DERMATOLOGIST

**Milbar Laboratories** is taking the trend for dermatologist-endorsed skincare a step further. The cosmeceutical skincare developer has partnered with dermatologist **Dr. Neal Schultz** to create, inspire and test new products.

One year ago, Dr. Schultz joined Milbar as senior vice president and clinical medical director. A practicing dermatologist in New York City for the past 25 years, Dr. Schultz sees 10,000 patients annually. He brings to Milbar insight into patients' needs as well as a clinical laboratory. "I have become Milbar's superman with X-ray vision into the market," Dr. Schultz said.

"This is an opportunity to have hands-on expert dermatology integrated

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Gus Bezas, Dr. Neal Schultz and Truitt Bell.

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into Milbar's development process," stated **Truitt Bell**, president and CEO, Milbar Laboratories. The exchange works two ways—Milbar asks Dr. Schultz to perfect and test new formulations and Dr. Schultz identifies new patient needs for Milbar.

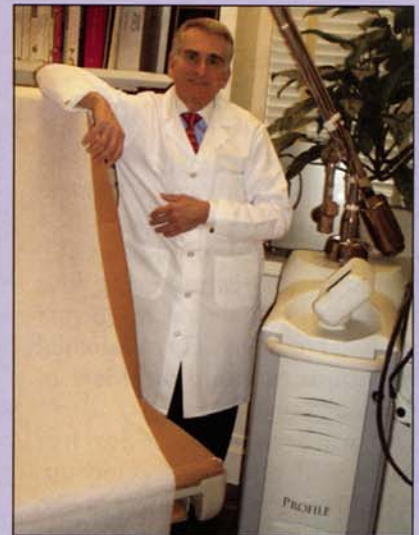
During the process, Dr. Schultz tests new formulations on consenting patients. "We have a cosmeceutical laboratory at Milbar's East Haven, Connecticut facility and a clinical laboratory at my office," Dr. Schultz explained. "It's like a perpetual clinical focus group," added **Gus Bezas**, senior vice president, Milbar.

"There is a very close direct line between Dr. Schultz and our laboratory," Mr. Bell said. In fact, all members of Milbar's staff have spent time training at Dr. Schultz's office, talking to patients and observing conditions for which they are developing treatments.

In addition to consumer insight, a key benefit of this partnership is decreased time to market for Milbar's clients. "We can get our customers to market in half the time because of this interactive laboratory and our relationship with Dr. Schultz," stated Mr. Bell.

**Crème Privé** is one of the recent product collaborations. An ultra-pre-

mium anti-aging treatment, **Crème Privé** was developed as a dramatic illustration of Milbar's expertise, explained Mr. Bezas. The goal was



Dr. Neal Schultz in a treatment room.

to develop the most efficacious and luxurious product without any cost restraints. "It was an exercise in formulation to the extreme," Mr. Bell said.

Future efforts include creating new concepts and even incubating brands. "This relationship gives us an edge," Mr. Bell said. "Our product development is driven by an embedded physician, not just marketing." ■CW

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Gus Bezas, Dr. Neal Schultz and Truitt Bell.