A Mandate to Innovate

Yankee Candle's
Rick Ruffolo

PLUS

Scent: New Frontiers in Branding
Fragrance Gains in 2006
Selling the Luxury Experience
**SUNSCREEN AUCTION**

Sonya Dakar and CancerCare had celebrities sign bottles of Sonya Dakar 365 SPF 30 sunscreen at its Oscar Gifting and Beauty Lounge. The signed bottles will be auctioned off on eBay’s MissionFish, with 100% of the proceeds going to CancerCare.

**EXPANDING SESSIONS**

ECRM announced it will align its private label health and beauty planning session with a contract manufacturing and packaging services session for the same category. This effort coincides with the company’s initiatives to benefit the beauty category as well as contract manufacturers and packagers. The new show format—ECRM Contract Manufacturing and Packaging Services Efficient Program Planning Session (EPPS)—will take place May 15–17, in Jacksonville, FL.

**BEAUTY EDUCATION**

Poway Academy announced that students and industry professionals now have the chance to become certified in a makeup artistry course, inspired by the Makeup Designory (MUD) curriculum. The course involves four weeks and 150 hours of training where students study several topics using the MUD textbook and cosmetics line. Subject matter includes history of makeup, introduction to color, runway techniques, camouflage makeup, simple special effects, glamour and fashion, introduction to camera work, lifestyle application, portfolio building and marketing. “We are proud to be the only school outside of New York and Los Angeles to offer a professional makeup course at this level,” said Lynelle Lynch, president, Poway Academy. The academy has also been selected to carry the MUD retail line, which is sold at only 19 select locations across the U.S.

**RAISING AWARENESS**

In recognition of Skin Cancer Awareness Month, Olay and the American Society for Dermatologic Surgery announced that Marcia Cross will be the spokeswoman for the 2007 Skin Cancer Takes Friends campaign, which will encourage skin cancer prevention and detection. Cross will kick off a nationwide free skin cancer screening initiative and education effort, and dermatologists nationwide are volunteering to provide free skin cancer screenings.

**NATURALS GROWTH**

The Natural Marketing Institute announced that retail sales within the U.S. consumer packaged goods health and wellness industry reached $91.1 billion in 2006, representing a 15% growth. Natural and organic personal care continues to show the highest growth of all the health and wellness categories with a 24% increase. Sales are expected to increase to $15 billion by 2011. The data was published as part of the 2007 Health and Wellness Trends Report.

**DEVELOPING THE FUTURE**

At the Global Summit for a Better Tomorrow, Avon Products, Inc. announced the formation of the Avon Hello Tomorrow Fund, a global initiative to empower women by providing $5,000 to a U.S. individual to help realize a program, project or idea to empower women in one of three areas: business development, community service or awareness and outreach. The first honorary winner of the fund is Darlene Morgan Brown, PhD, who intends to start an entrepreneurship program for 6th and 9th graders and their mothers within the New Orleans Charter School system. The summit was held at the United Nations and presented by Avon and the Virtue Foundation. Jennifer Hudson, the new spokeswoman for Imari, spoke at the summit.

**MUSICAL LAUNCH**

Secret teamed up with music stars Rihanna and Nicole Scherzinger from the Pussycat Dolls to introduce a new single promoting female self-expression, strength and cultural fusion entitled Winning Women. The song is available for free download at www.secret.com. The release coincides with the launch of Secret’s Scent Expressions product line.

**EUROPE AND RFID**

The Information Society and Media, part of the European Commission, announced the publication of Radio Frequency Identification (RFID) in Europe: Steps toward a policy framework. The document provides insights on the challenges and opportunities of further RFID development and deployment as well as recommendations for policy action.

**LUXURY PACKAGING**

Luxe Pack New York 2007, held May 23–24, at New York’s Metropolitan Pavilion, will include seminars on luxury, packaging and sustainability. A cocktail party celebrating CPC Packaging magazine’s 2007 Editors’ Choice Award Winners will be held on May 23. Special exhibits by The Fragrance Foundation and Pratt Institute will also be on display.