

WWD

BEAUTY BUSINESS

A FASHION & CULTURE MAGAZINE

SECOND HALF
SUSPENSE
BEAUTY
AN AGE OF
UNCERTAINTY

FOUR FRESH
NEW FACES

RETHINKING
THE SPA
EXPERIENCE

VIVE
L'INDEPENDENTS

CHRISTIAN COURTIN-CLARINS
ON SURVIVING AND THRIVING



UP CLOSE AND PERSONAL

FIRST THERE WAS BETTY BEAUTY FOR THE HAIR DOWN THERE. NOW, BEAUTY IS GETTING EVER MORE INTIMATE. TAKE THE 15 PRODUCTS FROM THE YES FOR LOV PARIS-BASED BRAND. LAUNCHED ONE MONTH AGO, IT INCLUDES TITILLATING MASSAGE OIL, CARESS CREAM FOR BUTTOCKS AND THE INTIMATE HIDE-AND-SEEK KIT (WHICH CONTAINS A MARKER WITH INVISIBLE INK AND A BLACK LIGHT TO REVEAL A LOVER'S SCRAWL ON SKIN). "IT'S A BRAND FOR BEFORE, DURING AND AFTER LOVEMAKING," SAYS CHRISTIAN PALIX, PRESIDENT AND FOUNDER. MEANWHILE, THIS MONTH SWEETSPOT LABS, OF PACIFIC PALISADES, CALIF., WILL LAUNCH BIDET-IN-A-BOTTLE. THE PORTABLE WASH, CREATED BY MIXING A PACKET OF "INTIMATE WATERS" WITH ESSENTIAL OILS AND GRAPEFRUIT ESSENCES, IS TOUTED AS THE LATEST IN LUXURY PERSONAL CARE. THERE'S EVEN A HEAT-SENSITIVE LABEL THAT READS "READY. SPOT. GO." ONCE THE TEMPERATURE IS CORRECT. OF THE INTIMATE BEAUTY CARE NICHE, SWEETSPOT LABS' FOUNDER AND CHIEF SHARI CREED CALLS IT THE "FINAL FRONTIER OF BEAUTY." —JENNIFER WEL

