



MASS

MAKEUP

COVER GIRL & OLAY
SIMPLY AGELESS

Combining skin care with cosmetics for a joint branded product was just a matter of time for the mass market. This year, Procter & Gamble led the way with Cover Girl & Olay Simply Ageless, a foundation with treatment properties utilizing solid emulsion technology that allows the formula to be suspended over wrinkles rather than seep into them. In less than a year, Simply Ageless ranked as the top-selling foundation at mass—helped, no doubt, by an innovative ad campaign featuring comedienne Ellen DeGeneres. She was a bold choice for a bold product, both of which proved to be extraordinarily popular. —ANDREA NAGEL



SKIN CARE

OLAY
PROFESSIONAL PRO-X

Procter & Gamble felt it was high time to take Olay to where it hadn't gone before: the professional arena. The brand's newest range, Olay Professional Pro-X, was squarely positioned as a professional skin care line for the mass market, complete with price tags of \$40 and more, a scientific advisory committee featuring leading dermatologists and formulas that use a new proprietary peptide to increase hydration and build collagen and elastin. Packaged in bright red-and-white boxes and thick plastic jars, Olay Professional Pro-X delivered results. According to the company's first-quarter conference call, the line is on track to become a \$100 million global brand in its first year. —A.N.



HAIR

NEXXUS SALON
HAIR CARE
DUALISTE

Tackling color-treated hair is a given for any shampoo brand. But addressing at least one other hair care dilemma in addition to protecting colored locks takes it up a notch. This year, Nexxus Dualiste did just that with a collection of shampoos, conditioners and styling items that protect color but also add moisture or volume or antibreakage qualities, depending on the range. Dual-chambered packaging enables items such as Dualiste's conditioners to deliver two formulas at one time, while price points of between \$11.99 and \$15.70 pushed the envelope for what consumers will pay for hair care in a drugstore. —A.N.



FRAGRANCE

COTY BEAUTY
FOR FAITH HILL
AND TIM MCGRAW

Celebrity fragrances may be a dime a dozen these days, but Coty Beauty has taken a novel approach not often seen in the mass market: having husband-and-wife tag team launches. First, in August 2008, came McGraw's eponymous men's scent with the tease of Hill's; next, this past October, Hill stepped up with a magnolia-tinged juice that harkens back to her Mississippi roots, and also plugged her husband's latest scent, Southern Blend. "It was convenient that we live in the same house," cracked Hill. "Working on his scent and mine—it's been a great family experience." —JULIE NAUGHTON

