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Yardley of London - soaps and perfumes.





The EDGE Heavy Metal set provides a few options for custom, easy nail art. The set comes with a small bottle of black polish, as well as a sheet of gold foil and two different studs. Depending on your level of creativity and skill when it comes to nail art (and admittedly, I have none) you can get pretty crazy with these looks. For the purpose of my testing, I stuck to the basics.

Based on the diagrams provided on the outside of the kit box, you can either apply the studs over the black polish, or you can cut the foil to suit and apply it as an overlay in a similar fashion. This set does not come with a base or top coat, but I would strongly recommend both for the sake of your nails and the longevity of your manicure. That said this black polish did NOT stain my nails when I used it without a base coat — so the quality of the polish is nicer, that's for sure. It also didn't dull down to a total matte shade — there was still a bit of a gloss. I do recommend the base and top coat, but even as a quick manicure option, this isn't bad at all.

For the gold foil, four sheets were included. They were a little difficult for me to cut, which I suspect is *my* problem more so than the kit, and so I went for more of a ragged, torn look for my gold pieces. If you're patient and careful, I suspect you could craft some pretty designs from the paper, but I am a very impatient person and such is life. The studs were easy to place — the tiny baggy of loose studs were nice and simple to apply (you need either a very steady hand or tweezers, which are not included in the set) and they set easily in the wet polish. The sheet of square studs were a bit strange — they have a square of obvious plastic/sticker around them and so they weren't really my favourite because they looked weird on the nail.

<http://www.kalynlord.com/fingers-edge-heavy-metal-set/>

The packaging is your typical deodorant packaging...twisty tube, pop of the lid, usual stuff. Nothing fancy, that's how I like it. As promised, there is no scent. The feel of this deodorant is pretty smooth and creamy, but not really loose like some deodorants I've tried...the ones that leave a gross slick of white residue on everything they touch. This seems to be more-or-less transparent and thank goodness for that. As 90% of my wardrobe is black, white stains are not going to fly with me.

Efficacy? This does the trick. As it is a deodorant, not an antiperspirant, I do find it acts as such and on particularly strenuous days there's no stopping the sweat, but it DOES keep me from smelling like a gym locker. In fact, I smell like nothing at all, which is nice because I work in a fragrance-friendly environment and by minimizing my fringe scents I feel less guilty over a dab or two of actual perfume. It lasts through my workday. On long, long days, yeah...I can smell a bit of B.O. when I lay down to sleep, but that's so insignificant in the grand scheme of deodorant that I don't even care. A day's use is a day's use, and this passes the bar.



<http://www.kalynlord.com/toms-of-maine-long-lasting-deodorant-unscented/>



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PHYSICIANS FORMULA

Mousse use: Pump a dollop into your palm, rub between hands and rake through damp hair from roots to ends.

MOUSSE MAKES A COMEBACK!



Thanks to a bad rainy day, high volume is back. **BETHENNY FRANKEL** is a *Healthy Pleasured* product. **FUN GIFTS UNDER \$20**. **EAT TO LOSE** 10 Super Slimming Foods. **DODGE EVERY COLD THIS WINTER**. **AMP UP YOUR ENERGY**. **SLIM, SEXY YOU**. The New Workout That Burns 345 Calories FAST. **PARTY HAIR MADE SIMPLE**. Secrets to a Speedy Metabolism. **HOW TO ROCK THE PARTY OUT**. BY GRETTA MONAHAN.



ERASE WRINKLES AT HOME?

While no DIY line smoothers or skin-plumping creams will give you the same anti-aging results as an in-office treatment, "they can make a difference," says New York City dermatologist Francesca Fusco, MD. Four worth the buy:

MICRODERMABRASION

IN-OFFICE COST \$75 to \$200 per session
DIY OPTION (1) DDF Revolve Professional 500X (\$139; ddf.com) deep-cleans pores and speeds cell turnover.
DERM VERDICT At-home microdermabrasion tools give "excellent" results. Dr. Fusco says in addition to office treatments "or as an alternative if cost is an issue."

WRINKLE RELAXERS

IN-OFFICE COST Around \$400 per area for Botox

DIY OPTION (3) Physicians Formula Expression Line Freeze (available at mass retailers) smooths crow's-feet temporarily.

CHEMICAL PEELS

IN-OFFICE COST \$300 to \$1,000
DIY OPTION (2) Exuviance antioxidant peel CA10 (\$65; exuviance.com) brightens skin and fades brown spots.
DERM VERDICT "You get a big bang for your buck with an at-home peel," says Dr. Fusco. "You'll maintain smoother skin, lighten new dark spots and unclog pores."

...for best results with these, start at the first sight of wrinkles.

DERMAL FILLERS

IN-OFFICE COST \$400 to \$1,600 per area
DIY OPTION (4) Bliss Firm, Baby, Firm Dual Action Lifting + Volumizing serum (\$75; blissworld.com) fills in fine lines.
DERM VERDICT "Topical formulas are terrific for a quick-fix, temporary result on the finest of lines," Dr. Fusco says.

32% Drop in the odds of having moderate to severe acne when fish is a regular part of your diet.
SOURCE: Journal of the American Academy of Dermatology

pants. If your outfit is prone to party lines, go for a high-waist thong. The trick is to try these on with form-fitting garments, not baggy sweats. A common mistake is buying a size too small, which causes bulges instead of a smooth line, so make sure you move around (sit down, stand up) to see if the shaper fits comfortably. One

of my favorite lines is Assets Red Hot Label by Spanx. It's priced right, and it smooths and tucks with sex appeal. Say good-bye to granny panties!"

Gretta Monahan is author of *Style and the Successful Girl* and owner of spas and fashion boutiques, including G Spa, Gretta Luxe and Gretta Style.

Expression Line Freeze was featured and photographed in the December issue of *Health* in a story titled, "Erase Wrinkles, At Home?" *Health* is a top national publication that has a monthly circulation of 1,382,615

Physicians Formula Adds Zip

By MOLLY PRIOR

PHYSICIANS FORMULA, known for its problem-solution approach to beauty, plans to enter 2014 with a more glamorous and youthful spirit.

The brand, which was purchased by Markwins International Corp. for roughly \$75 million a year ago, will roll out a new tag line, Rx for Glamour, along with a robust product offering.

Ingrid Jackel, Physicians Formula's chief executive officer, said the positioning does not signal a change in direction, but more loudly touts its point of difference in the mass market. "We are just putting the brand on steroids," she said.

"The creative execution, in terms of photography, is an upgrade from what we've had before," said Jackel. "The visuals look extremely upscale, so we included the price points so that the consumer knows where to find the brand. [The ads] beautifully convey health and glamour."

On the new product front, Physicians Formula is adding to its assortment with a bevy products across the multifunctional and cosmeceuticals segments.

New lines for 2014, include Super CC+ Color-Correction face items and Nude Wear powder, blush and bronzer. These follow Sexy Booster eye products and Youthful Wear face items, which were first introduced this year and will be expanded in 2014.

Select 2014 Physicians Formula launches.



Some of the standout products slated for March include Bronze Booster Glow-Boosting BB Cream SPF 20, billed as the first mass market glow-and-bronzer boosting BB Cream, Powder Palette Multi-Colored Custom Blush in shades tailored for blondes and brunettes, and Sexy Booster "Va Va Voom" Volume Mascara.

Jackel continues to remain

Advertising is getting juice too. Jackel said the company will support the new tag line and products by increasing its advertising budget by a whopping 400 percent across print and digital. Based on its 2011 advertising spending of \$11.8 million, Physicians Formula's amped up budget translates to an estimated \$59 million.

Taking a page from apparel retailer H&M, Physicians Formula's upcoming ad visuals feature slick photography of a model and a product and include the item's price point.

close to the product development. "I'm very protective of that process," she said.

"The growth that we've been able to demonstrate has helped us to find space for all these new innovations," said Jackel. "We are outpacing the category," she declared, noting that the brand's sales gained about 3 percent over the last week period, citing Nielsen data, while cosmetics category sales ticked up 1 percent.

Jackel said, "We are a significant force to be reckoned with."

Ingrid is featured and the Physicians Formula 2014 Collection is featured and photographed in a story titled, "Physicians Formula Adds Zip" in today's issue of *WWD*. Daily Circulation: 57,608.

This story was also featured online. Unique Visitors Per Month: 79,235.

PHYSICIANS
FORMULA

Organic Wear 100% Natural Origin Mascara was featured and photographed in a story titled, "Beauty Of The Week: Jessica Biel" in the December 23rd issue of *Life & Style Weekly*. *Life & Style Weekly* has a weekly circulation of 420,410



ORGANIC WEAR®
100% NATURAL ORIGIN MASCARA

