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WWD FRIDAY

Beauty

Mass Movers

NEW YORK — Mass beauty is sharpening its innovative edge in both hair and fragrance with Brilliant Brunette, a 13-item hair care and styling line from John Frieda, and C'est Moi, an exclusive Walgreens fragrance. For more, see stories on pages 9 and 16.

A Deeper Shade of Red: Revlon Losses Extend To 20 Straight Quarters

By Jennifer Weitzman

NEW YORK — The ongoing financial crisis at Revlon Inc. continued as the beauty giant again languished in the red during the third quarter.

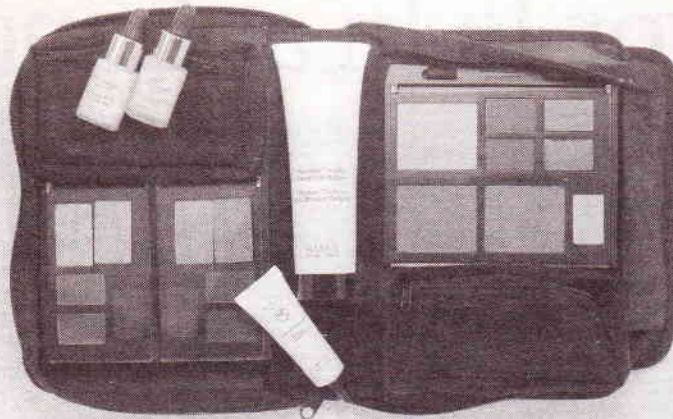
In the three months ended Sept. 30, Revlon experienced a net loss of \$54.7 million, or 78 cents a diluted share, extending its losing streak to 20 quarters in a row. This compares with a loss of \$22.1 million, or 41 cents, in the same period last year.

Overall revenues in the quarter declined 2.1 percent to \$316.5 million from \$323.2 million in last year's quarter;

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COMPLIMENTS OF WWD



Aloette's makeup planner.

PHOTO BY GEORGE CHINSEE

Aloette Thriving With TV Shoppers

NEW YORK — Atlanta-based Aloette Cosmetics Inc. is proving that great things really do come in small packages.

The 25-year-old company is growing at the rate of 64 percent this year, with sales jumping from \$21.1 million in 2002 to an estimated \$34.7 million by yearend, according to industry sources. Product news and increased exposure on home shopping channels are two keys reasons for the growth, according to Robert Cohen, chief executive officer of Aloette, who owns the company with his wife, Christie Cohen, Aloette's chairman.

Christie Cohen, who is also the spokesman and cover model for Aloette, began with Aloette Cosmetics as a part-time sales associate in 1979 to pay for her expenses at Auburn University. She sold more than \$1 million in her first year. The couple purchased the company in 1998.

Aloette's two divisions include Aloette, an aloe-based skin care, hair care and cosmetics line with 300 products. Its specific categories include skin maintenance, antiaging and problem-specific products. Pur Minerals is the higher-end, mineral-based line of skin care and cosmetics, offering 75 products, including four-in-one powders that combine concealer, foundation, powder and sun protection in one product.

Aloette has 54 franchise networks scattered across the U.S. and Canada. It also operates in Australia, Mexico and Costa Rica and hopes to further expand into Latin markets.

The company says that about 32 percent of its sales for both divisions result from appearances on home shopping channels. Aloette's 3,000 company franchisees, or sales representatives, produce the bulk of sales. Aloette products are also available at (800)-ALOETTE, aloette.com and via major market infomercials.

Industry sources also predict that Cosmedix, a soon-to-launch professional line that will be sold to dermatologists, aestheticians and high-end spas, will boost sales another 50 percent in 2004.

Unlike larger companies, Aloette marketers say its streamlined, efficient procedures allow the company to introduce a new product to the market in just three months. New Aloette products include "Botox-in-a-bottle" Ultra BTX System, a patent-pending serum. This rare blend of toxin-free amino acids is said to promote collagen and elastin production while safely relaxing facial muscles to diminish lines and wrinkles. One treatment pack contains two .5-oz. vials for \$59.95.

Aloette has created Aloe Pure skin care products, which combine aloe vera with alpha and beta hydroxy acids, green tea and vitamin C to maximize antiaging and antioxidant benefits. This line includes a Warming Pumpkin Energizing Masque, \$25 for 4 oz., and a Dual Action Ultra Nail enzyme, .5 oz. for \$19.50.

Also new is the Makeup Planner, a black carryall with refillable pages for \$66.50.

Aloette targets women between the ages of 25 and 45 and focuses on bringing out the inner beauty in every woman through enhancing her outer beauty. The company has been recognized by Forbes magazine as one of "America's Top 200 Small Companies."

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