

“The Rose Sheet”[®]

TOILETRIES, FRAGRANCES AND SKIN CARE

THE NEWS THIS WEEK

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NPA Amends Personal-Care Standard, Accepting Natural Fragrance Only

- **NPA natural standard evolves with fragrance certification requirement** – Moving closer to a system that prohibits any and all synthetic materials, Natural Products Association requires personal-care marketers applying for certification to submit documentation proving naturalness of fragrance components, including INCI names and CAS numbers. New policy goes into effect Sept. 1 3

- **Professional skin-care sales dip; direct marketing channel is bright spot** – Kline & Company’s Karen Doskow believes decline in professional skin-care sales reflects struggling economy, not change in consumer perceptions. Products offered through doctors and estheticians retain their allure, seen by many consumers as more efficacious than mass brands, Doskow says 4

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Global Leader For Personal-Care Ingredients Emerges From BASF/Cognis Deal

- **BASF’s Cognis acquisition creates preeminent personal-care portfolio** – Acquisition of ingredients supplier Cognis for €3.1 bil. (\$3.8 bil.), announced June 23, deemphasizes BASF’s industrial focus. Firm now commands 14% of worldwide personal-care ingredient market. Cognis – which posted sales of €2.6 bil. (\$3.2 bil.) in 2009 – will be integrated into BASF’s €9.4 bil. (\$11.6 bil.) Performance Products segment 6
- **Alberto primes TRESemme for new global markets with Spain entry as model** – In two years, firm’s TRESemme line, touted as professional hair care at an affordable price, has captured No. 7 spot in Spanish market. Alberto has plans for the brand in more foreign markets; the firm currently participates in just six of top 15 hair- and skin-care markets around the world. CEO V. James Marino discusses firm’s competitive position..... 7
- **E’shee first-to-market FGF-1 serum positions firm in stem-cell skin care** – Firm launches into a growing segment in anti-aging skin care with its peptide technology that communicates with user’s stem cells to repair and rejuvenate skin. Available online for \$179, *E’shee Clinical Esthetic* Gene Therapy Serum for Cellular Repair makes “skin cells grow 10 to 20 times faster than if using any other skin-care products,” according to the company 9
- **Shopper marketing represents win-win for manufacturers, retailers** – By working together to share consumer insights and capitalize on respective strengths, retailers and manufacturers can better connect with shoppers and drive higher sales, according to execs at the National Association of Chain Drug Stores’ Marketplace Conference 5
- **CIR to consider re-opening safety review of benzyl alcohol due to new data** – New study sponsored by the Personal Care Products Council on effects resulting from inhalation of aerosolized benzyl alcohol and benzoic acid will be considered by Cosmetic Ingredient Review Expert Panel June 28-29. Panel will decide if study warrants amending its initial 1998 assessment. Long-chain esters of salicylic acid also are slated for consideration 10

- **L'Oreal's *The One Sweep* mark for eyeshadow** – Mark published June 22 for third-party review by the Patent & Trademark Office in its official weekly gazette 11

Marketing In Brief

Unilever/Axe: Men's grooming brand *Axe* is teaming with digital media firm Jagtag to launch *Axe Twist* – the newest fragrance in its portfolio – via mobile marketing. The collaboration marks the largest domestic multichannel advertising program using a mobile 2D barcode, Jagtag says in June 23 release. Consumers taking camera-phone photos of Jagtag barcodes featured on product samples and promotional materials can view exclusive videos featuring comedians from the *Axe Twisted Humor Tour*. Barcodes will be included in print inserts in nine men's magazines, in sample packs distributed at college campuses, in hand-outs and signage in movie theaters and at Six Flags theme parks nationwide. "For *Axe* to stay relevant to our guy we need to constantly innovate and find new ways and channels to entertain him where he lives, works and plays," says *Axe* Marketing Director Mike Dwyer. Jagtag also helps to gauge the effectiveness of different advertising vehicles and enables brands to better understand their demographics, founder and CEO Dudley Fitzpatrick told "The Rose Sheet" last year ("The Rose Sheet," May 11, 2009).

Finesse: New *Finesse* ReVitality "takes the best of what's been learned in skin care and now applies it to hair care to satisfy a beauty need of older women," according to Lornamead division's June 21 release. Firm notes that many women embrace hair color as they age but do not address changes in hair's texture and strength, "the more common indicators of aging hair." ReVitality improves hair's strength and softness after one use, company says. *Finesse* ReVitality features a collagen-containing complex that hydrates, plumps and increases elasticity; CoQ10, proteins and amino acids to protect hair; and antioxidants for a healthy scalp. Line consists of Hydrate & Recover shampoo and conditioner, Volumize & Correct shampoo and conditioner, Fortify & Protect Leave-In Treatment and Stimulate & Refine Scalp Balm. Products are available in drugstores and supermarkets nationwide for around \$5 apiece.

Beiersdorf: Grammy-nominated singer/songwriter Natasha Bedingfield is teaming up with firm's *NIVEA* brand for the release of her new single, "Touch." Track will serve as the official theme song of the *NIVEA* Happiness campaign and the 2010 AVP *NIVEA* Happiness Tour, meant to bring people together and "celebrate what makes them happy," according to June 25 release. "Touch" also will be featured in newest commercials for *NIVEA* Happy Sensation body lotion and *NIVEA* Touch of Happiness body wash. Effort is part of Beiersdorf's drive to strengthen its presence in the U.S. with marketing campaigns aimed at building an emotional connection with consumers. Beiersdorf VP of Marketing Nicolas Maurer told "The Rose Sheet" June 7 that "there is not a [*NIVEA*] advertisement that doesn't have people getting together" ("The Rose Sheet," June 14, 2010). *NIVEA* Touch of Happiness body wash – infused with orange blossom scent and bamboo essence – retails at \$5.99 for 16.9 oz.

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NPA Natural Standard Evolves With Fragrance Certification Requirement

As promised, the Natural Products Association is tightening its personal-care standard to minimize the use of synthetics, requiring fragrances to be certified as natural beginning in September.

Since the launch of its Natural Standard for Personal Care Products in May 2008, NPA has prohibited use of fragrances containing potentially harmful substances such as parabens and phthalates.

However, "non-phthalate, non-irritating synthetic fragrances" have been allowed as long as they do not push a product's non-natural content above 5 percent.

After the Sept. 1 deadline, companies applying for natural certification of new products will have to "demonstrate the use of natural fragrances by providing documentation stating the complete composition of each mixture."

Companies with products containing synthetic fragrances that secured NPA's seal under the group's original requirements can continue to use the ingredients until their two-year recertification deadline comes around, at which point they must demonstrate compliance with the new rules.

Information required by NPA includes "a qualitative list" providing the International Nomenclature of Cosmetic Ingredients (INCI) name and CAS number for every component of a fragrance composition.

According to NPA, the move will eliminate fragrance absolutes and concretes – "common fragrance ingredients that require the use of petrochemical solvents for extraction."

Petroleum is "a small percentage of the ingredient, but there's so much petroleum that goes into making a synthetic fragrance and we wanted to get away from that," explained the organization's Dan Fabricant, VP of scientific and regulatory affairs.

"We thought it was the right thing and the responsible thing to do," added Fabricant, who forewarned of the change in a December 2009 interview with "The Rose Sheet" ("The Rose Sheet" Dec. 14, 2009).

NPA will update its "allowed processes" list to include "extraction, expression and steam distillation," aiming to foster use of those manufacturing processes for fragrance mixtures.

The association will not require companies pursuing certification to change the way they label products. Under current INCI protocol, product labeling can simply list "fragrance" rather than detailing all the chemical components that go into it.

NPA will ask natural certification applicants to submit "a qualitative list" providing the INCI name and CAS number for every component of a fragrance composition.

"NPA does not want to add additional and arduous labeling requirements for certified products," the group states. However, it encourages marketers to disclose fragrance ingredients on their websites or with supplements in the primary packaging, which many companies do already.

The Campaign for Safe Cosmetics says a provision in the Fair Packaging & Labeling Act that allows ingredients to be denoted simply as "fragrance" in product labeling represents a weak link in federal regulations and a threat to public health ("The Rose Sheet" Dec. 7, 2009).

Additional disclosure options for companies under NPA's updated standard include "listing Chemical Abstract (CAS) numbers for all ingredients, listing the plant sources and specifying 'derived from,' or a combination of options," the organization says.

The new requirement for natural fragrance answers consumer demand for increased transparency and represents a step forward for a standard that was designed to evolve, Fabricant noted ("The Rose Sheet" May 5, 2008).

Although NPA was initially optimistic that by 2010 no synthetic ingredients would be permitted under its standard for personal care, some synthetic preservatives are still allowed. The association urges marketers to use natural preservatives where applicable.

A Bio-Botanica rep discussed alternatives to synthetic preservatives at an HBA conference in 2007 ("The Rose Sheet" March 26, 2007).

– Ryan Nelson (r.nelson@elsevier.com)

Professional Skin-Care Sales Dip; Direct Marketing Channel Is Bright Spot

The market for professional skin-care products sagged in 2009, but the channel is still a viable opportunity, according to Karen Doskow, industry manager at Kline & Company.

Kline examined the market in its recent study, “Professional Skin Care 2009 Global Series: Market Analysis and Opportunities.”

A decline in income for U.S. consumers, who are trading down to cheaper products and visiting spas and physicians’ offices less frequently, has taken a toll on professional skin care, the market research firm reports. Moisturizer sales dropped 12 percent last year in the professional channel, while cleansers nosedived 14 percent, according to the study.

Doskow believes the slump reflects economic conditions and not a marked change in consumer perceptions. She suggested that professional skin care retains its allure even with an increasing number of sophisticated cosmeceuticals launching on the mass market.

“As a consumer, you may rather buy from someone you trust like a doctor or esthetician,” she noted, adding: “The belief is that these brands are more efficacious, [that] they are manufactured with pharmaceutical-grade ingredients.”

Specialty treatments represented a bright spot in Kline’s study, their sales down a more modest 3 percent.

“In terms of overall decline, areas of the slightest declines were more expensive products, like specialty treatments and anti-aging,” Doskow said.

Among such products Kline cites *Kinerase* C8 Peptide Intensive Treatment, *Revaléskin* Intense Recovery Treatment, *SkinMedica* TNS Recovery Complex, *Vivité* Vibrance Therapy and *SkinCeuticals* A.G.E. Interrupter. These are “technically advanced products with a high level of active ingredients,” Doskow explained.

“Products that were unique, multi-tasking or offering dual benefits certainly stood out for the recession-stricken consumer,” she noted.

Professional skin care performed best in the U.S. direct sales channel, where sales increased 10 percent.

“With people not going to spas or doctors as much, it is important for marketers to shore up direct marketing vehicles like social media or websites,” Doskow said, pointing to Murad as an example of a brand that has leveraged direct sales. “Infomercials are a huge base with their acne lines.”

Murad founder Dr. Howard Murad, Melrose Place actress Josie Bissett and singer/songwriter Deborah Gibson have all starred in infomercials for Murad *Resurgence*, a “breakthrough topical skin-care regimen” that counters the effects of hormonal aging (“The Rose Sheet,” June 9, 2008).

According to Kline, non-traditional ways of communicating with customers like podcasts, YouTube videos and members-only clubs are proving effective at reinforcing brand imaging and promoting new products in general.

Doctors also are issuing personal invitations to consumers. “Doctors were very aggressive in reaching out via e-mails and mailings [offering] reduced prices on services,” said Doskow. “I think it works. We’re looking into it for 2010. It all comes down to personalization and ... value in the professional skin-care market.”

Pro Skin Care Posts Gains In Brazil

The Kline study also explored the professional skin-care market in markets outside of the U.S., including Brazil, which Doskow identified as an “incredibly small” but growing sales base. Brazil posted professional skin-care growth of 11.1 percent in 2009. Anti-aging products accounted for 50 percent of sales in the segment.

The Brazilian professional skin-care market is dominated by local brands, with *Vitaderm* leading the pack. According to Doskow, the category in this region “is not as sophisticated as the U.S., Europe or China.”

Spa channel sales surged 86.2 percent in Brazil last year, fueled by newly spawned luxury hotels and spa openings.

– Suzanne Blecher (s.blecher@elsevier.com)

Shopper Marketing Represents Win-Win For Manufacturers, Retailers

Allied under a strategic shopper marketing plan, manufacturers and retailers can build brand equity and increase sales while better serving consumers, industry executives suggested at the National Association of Chain Drug Stores’ Marketplace Conference in San Diego earlier this month.

“We [retailers] all compete for the same kind of business, we all share the same customers,” Catherine Linder, VP of retail marketing for Walgreens, noted during a session titled “The Path to Purchase.”

“So the ultimate goal here is to try and understand how the business that we do together, if you’re our vendor partner, can differentiate my brand,” Linder said. “For us, it’s about becoming a more trusted, well-respected destination and becoming a preferred choice.”

Manufacturers also stand to gain from shopper marketing programs, which the In-Store Marketing Institute calls “the next evolutionary stage in strategic retail marketing.”

The concept involves marketers and retailers “establish[ing] working relationships that are more open, productive and results-oriented than has been the historical norm,” according to the Institute.

Within this collaboration, the parties develop shopper-focused communication platforms and marketing and merchandising activities “that can influence behavior in all three stages of the shopper behavior cycle (planning, shopping and consuming) and at all steps along the path to purchase,” the Institute explains online.

During the NACDS panel, Steve Frenda, the Institute’s managing director of strategy and development, described further objectives: “From the standpoint of the retailer, it’s how do I differentiate my retail experience? And from the manufacturer, how do I get my brand message through?”

Linder described shopper marketing as striking a balance between “the name on the door” and “the name on the floor.”

The phenomenon is a reaction to changes in consumer behavior. Brian Harris, chairman of

consulting firm The Partnering Group, noted that consumer loyalty to retailers has eroded, demanding measures from retailers and industry to more accurately target shoppers’ needs and enhance the shopping experience.

A 2008 report compiled by accounting and consulting firm Deloitte for the Grocery Manufacturers Association proposes that if shopper marketing is effectively implemented, “a shopper should feel like the store was designed just for him/her. He/she will visit more frequently, dwell longer and make better product choices.”

Meanwhile, a well-integrated shopper marketing program can grow a consumer goods company’s revenue 25 percent faster than the competition, the authors say.

According to the report, shopper marketing served an unnamed beauty company with its launch of a new hair-care line. By “tailor[ing] the program and messaging to cater to the specific shopper characteristics of the retailer’s core customer segments” – and by training and incentivizing in-store personnel and ensuring displays were properly set – the manufacturer saw significant sales gains.

Retail Commission Developing Guidelines

The Retail Commission on Shopper Marketing was created in 2009 to develop a new model for effective partnerships between retailers and manufacturers. The commission is overseen by the In-Store Marketing Institute and The Partnering Group.

The commission is working on “guidelines for a rational, deliberative process that enables retailers to leverage manufacturer insights and other resources in transformative initiatives that enhance the shopping experience and increase customer loyalty – while driving sales and profits for both parties.”

The Coca-Cola Company is lead sponsor of the project. Strategic advisors include Johnson & Johnson, Kimberly-Clark and Clorox Co.

– Lauren Nardella (l.nardella@elsevier.com)

BASF's Cognis Acquisition Creates Preeminent Personal-Care Portfolio

BASF's June 23 acquisition of Cognis will make it the global leader in personal-care ingredients and the only supplier "capable of offering a full range of ingredients" in the segment, the firm says.

After the deal closes – expected in November – BASF will command 14 percent of the market, according to a Deutsche Bank analyst report.

BASF will pay €3.1 billion (\$3.8 billion) to Permira Funds, Goldman Sachs Capital Partners and SV Life Sciences for fellow German specialty chemicals supplier Cognis. According to the announcement, €700 million (\$862 million) of the deal will be in cash and the rest will be financed.

Cognis – the subject of takeover speculation for months – was expected to be bought for between €2.7 billion and €3.5 billion (\$3.3 billion and \$4.3 billion) ("The Rose Sheet June 7, 2010).

The purchase is "supportive to [BASF's] long-term aim of developing less cyclical earnings and cash flow," Deutsche Bank analyst Tim Jones observed in a note to investors.

The deal also will improve BASF's position as a key supplier, providing the firm an opportunity to leverage pricing and deliver greater earnings, he suggested.

Moreover, adding Cognis's personal-care and home ingredients to its portfolio "reduces BASF's industrial focus," providing positive synergies and targeted cost savings of an estimated €130 million by 2013, Societe Generale analyst Peter Clark wrote in a note to investors.

During a June 23 conference call, Juergen Hambrecht, BASF's chairman of the board of executive directors, offered his perspective: "In short, BASF plus Cognis means growth, value and sustainability for the benefit of all stakeholders of both companies."

Cognis Care Chemicals Enticed Suitor

In 2009, 56 percent of Cognis' sales, or €1.46 billion (\$1.8 billion), was derived from its Care Chemicals division, which covers the personal-care and home-care markets.

The division's success to date is due to "its strong brands, its innovative products, its leading position in products based on renewable materials, its superior formulation technology and a strong partnership with customers," according to BASF's John Feldmann, a member of its board of executive directors.

The market for Care Chemicals is expected to grow at a rate of 4 percent annually, the exec noted.

Growth drivers for the segment include rising wealth worldwide, emerging markets, increased consumer awareness of environmental issues and the swelling and aging world population, he said.

Together, BASF and Cognis will offer a "fuller portfolio" of products and "continue close cooperation with customers" ranging from large international firms to regional companies, particularly regional firms in Asia.

BASF was drawn to Cognis' innovations at the personal-care level, including its anti-aging actives for skin-care products and cationic polymers for hair-care products, Feldmann said.

All Cognis divisions will be integrated into BASF's Performance Products segment, which posted sales of €9.4 billion (\$11.6 billion) in fiscal 2009.

Overall, Cognis booked €2.6 billion in 2009 sales.

Cognis CEO Antonia Trius said in a release he is "convinced that there are excellent opportunities through combining the strengths" of the two companies.

Cognis was created in 1999 and sold by consumer products firm Henkel in 2001 for \$2.2 billion ("The Rose Sheet" Dec. 3, 2001, In Brief).

– Lauren Nardella (l.nardella@elsevier.com)

BASF was drawn to Cognis' innovations at the personal-care level, including its anti-aging actives for skin-care products and cationic polymers for hair-care products, board member John Feldmann said.

Alberto Primes *TRESemme* For New Global Markets With Spain Entry As Model

With a hand in just six of the top 15 hair- and skin-care games around the world, Alberto Culver will look to its *TRESemme* brand to get a foot in the door of promising international markets.

The firm’s confidence in *TRESemme* is due to its “having such a broad consumer appeal in addition to having a strong consumer proposition that is easy to communicate,” CEO V. James Marino said June 16 at the Deutsche Bank Securities Global Consumer, Food, Retail and Luxury Goods Conference.

Touted as salon-quality hair care at an affordable price, *TRESemme* launched Alberto’s business in Spain in 2008. In two years, Alberto has secured the No. 7 spot in the Spanish hair-care market, Marino noted.

The exec said Alberto’s decision to target Spain – whose economy even in 2008 was shaky, with high unemployment rates – was viewed by outsiders as a questionable move.

“While everybody is out running around China and places like that, we launched in Spain and people looked at us like we were insane,” Marino said.

However, the firm saw it as an opportunity because of the country’s deeply engrained beauty culture. “The consumer in Spain is very beauty-involved, the retails are high, the volume done on promotion is low, and [at the time] there was nothing going on in the category there,” the CEO said.

He added: “I guess the logical thing to do would be to invest zillions of dollars into China and hope for a return for your grandchildren. But I want to see it.”

David Targets Goliaths With Handful Of Brands

A mid-cap company competing against beauty behemoths, Alberto Culver has reigned in its business in recent years, focusing on a small team of key brands.

“While there have been many strategic choices over the course of our history, we have made several significant changes in the previous five years that have reshaped our portfolio, enhanced our focus and

provided us with a strong foundation to generate future growth,” Marino said.

TRESemme, *Nexxus*, and *Alberto VO5* hair care and *Simple*, *St. Ives* and *Noxzema* skin care now represent about 75 percent of the company’s total revenue.

The firm began building its stable of iconic labels in 2005 with the acquisition of *Nexxus*, a professional salon brand in double-digit decline at the time, but one that enjoyed high consumer awareness, according to Marino.

“All of us have a little chip on our shoulder. We say we have a healthy paranoia that runs around our halls,” said CEO Marino, referring to Alberto Culver’s mid-cap size in a land of giants.

Nexxus was a brand that “had lost its way a little with the proliferation of salon brands,” but Alberto seized the opportunity to redefine the brand and move it into U.S. food, drug and mass channels, creating “a new hair-care subcategory” while maintaining *Nexxus*’ salon formulas and price points (“The Rose Sheet,” Oct. 31, 2005).

In 2008, Alberto bought *Noxzema* from Procter & Gamble. “*Noxzema* has a strong heritage in facial cleansing and has very high consumer awareness levels in the U.S.,” said Marino.

Earlier this month, *Noxzema* got a “fresh, new look” with updated logo and packaging (“The Rose Sheet,” June 7, 2010).

Alberto picked up the No. 2 facial-care brand in the U.K. in December 2009 with its acquisition of *Simple Health & Beauty Limited*. Its benefit is “very clear positioning” as a gentle, non-perfumed, non-colored line of products (“The Rose Sheet,” Dec. 21, 2009).

“Due to its highly differentiated brand position, it will offer significant growth opportunities in this very, very important category for us,” Marino noted.

While making acquisitions, Alberto has taken measures to streamline and jettison underperforming properties, separating in 2006 from cumbersome beauty supply firm *Sally Beauty Holdings*, divesting Swedish consumer goods company *Cederroth* in 2008 and divesting a New-Zealand-based distribution business last year.

"The businesses we divested, excluding Sally, generated approximately \$250 million of annual revenue with an operating margin of less than 10 percent," Marino said. Meanwhile, "the brands that we acquired together currently generate approximately \$265 million of annual revenue and are significantly more profitable, aiding in our efforts toward margin improvement."

Weighing in at \$1.6 billion in annual sales, Alberto Culver is comfortable with its current size. Marino explained: "You can wrap your arms around our business. We can make decisions quickly. We don't have to go through 27 task forces and 3,000 meetings to make a decision."

The exec suggested that "you either like playing David against a world of Goliaths or not. Our folks like that. We like beating Goliath – it's fun. ... All of us have a little chip on our shoulder. We say we have a healthy paranoia that runs around our halls."

The company expects to grow to be about twice its current size. Growth going forward will come not only from global expansion but from enhanced brand equity, such as that demonstrated by TRESemme.

Since 2004 TRESemme has grown at a compounded annual rate of about 30 percent, establishing itself in the U.S. as the No. 1 styling brand and No. 2 overall daily hair-care brand, according to Alberto.

TRESemme has been introduced to every international market where the company has infrastructure, and there are opportunities for Simple, Nexxus, Alberto V05, St. Ives and Noxzema within the company's current footprint as well.

The firm believes that Simple skin care, which provides "only natural goodness" – "a message that resonates with almost every consumer in every market," Marino noted – is particularly suited for geographic expansion.

Future hair-care and skin-care acquisitions also are possibilities, the firm's management says.

Alberto's net sales for the fiscal 2010 second quarter were up 11.8 percent to \$384.8 million ("The Rose Sheet," May 10, 2010). TRESemme sales in the U.S. grew double digits in the quarter versus the prior-year period, outpacing the category.

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***E'shee's* First-To-Market FGF-1 Serum Positions Firm In Stem-Cell Skin Care**

E'shee Clinical Esthetic joins an emerging segment within anti-aging cosmeceuticals with its peptide-powered skin-care products that deliver results by activating stem cells in skin.

The Somerville, N.J.-based firm says it is the first personal-care company to use acidic fibroblast growth factor, or FGF-1, a heparin-binding protein involved in tissue repair and wound healing.

Although it characterizes FGF-1 as "stem cell technology," the company is quick to note online that its products "aren't about putting embryonic stem cells in a jar and slathering them all over your face. Instead the technology focuses on using polypeptides and enzymes to 'awaken' the body's own reservoir of epidermal stem cells to rejuvenate the skin."

In a June 22 interview, *E'shee* founder Nataly Giter acknowledged that "stem cells make some people nervous." However, "the customer is also more educated now. It is not about taking someone's and applying them to yourself, it's about repairing [damage to] your own cells from aging and pollution."

With aging, the function of stem cells in skin repair is less efficient. "If stem cells are not getting signals, there are not repairs," Giter explained. "FGF-1 delivers the signal to start rejuvenating."

As opposed to *Botox* and other injectable fillers, "our products trigger the body to do its job. It doesn't artificially fill the wrinkles," said Giter.

Giter learned of FGF-1 from Ohio University professor Dr. Ing-Ming Chiu, who was first to clone the human FGF-1 gene. Chiu's research has explored the growth factor's use to address neurological damage and broken capillaries, as well as skin.

Giter got involved about 10 years ago and started laying the groundwork for a line of skin-care products.

Fibroblast growth factors are signaling molecules that play important roles in the processes of cell proliferation and differentiation. FGF-1 interacts with multiple receptors to not only revitalize the epidermis – as is possible with epidermal growth factor, or EGF, which many cosmetics manufacturers use, according to *E'shee* – but also to

stimulate underlying fibroblast cells that produce collagen, elastin and hyaluronic acid.

According to the company, use of its products that contain FGF-1 makes "skin cells grow 10 to 20 times faster than if using any other skin-care products."

Firm Offers Six-Ampoule Set

E'shee's collection consists of six products that sell in spas and physicians' offices, as well as at *EsheeEsthetic.com*. The brand promises "wrinkle-free skin within 30 days."

Gene Therapy Serum for Cellular Repair is "the only product on the market that combines hyaluronic acid and FGF-1," the firm notes. The results are firmer skin with increased volume, disappearance of fine lines and a reduction in deep wrinkles. Giter says the serum also "cuts off healing time by up to 60 percent after plastic surgery." A 0.34-oz ampoule is \$179.

Giter is providing training seminars to physicians and spa technicians on how to use the product, as well as how to use it in combination with other products in the company's stable.

Gene Therapy Serum for Cellular Repair and Bota Therapy Concentrate Serum (\$189) work together to deliver "lifting action" and improve skin quality, Giter said.

Bota Therapy awards a nearly 30 percent reduction in the appearance of "dynamic" wrinkles after 30 days of use, decreasing facial lines and wrinkles by up to 68 percent in 45 to 60 days, according to *E'shee*.

Other offerings include Serum Hydra Gold, which mimics a facial and includes flecks of gold leaf, and Serum Vitalizing "C" which facilitates the transfer of Vitamin C into cells to reduce fine lines, wrinkles, age spots and sagging skin. Each is priced at \$119.

Serum Intensive Brightening, also \$119, is an "intensive booster treatment" that corrects pigmentations spots and skin discoloration from acne, the firm says. The antioxidant product contains 15 percent L-ascorbic acid and 1.5 percent m-Transexamic Acid.

– *Suzanne Blecher (s.blecher@elsevier.com)*

CIR To Consider Re-Opening Safety Review Of Benzyl Alcohol Due To New Data

The Cosmetic Ingredient Review Expert Panel plans to evaluate new data regarding the inhalation toxicity of **benzyl alcohol** and **benzoic acid** during its next panel meeting June 28-29.

The panel initially completed a final safety assessment on the ingredients in 1998, concluding them safe for use in cosmetics in concentrations up to 5 percent, but the data were insufficient to affirm ingredient safety when the "primary route of exposure" is inhalation.

Completed in February, the new study – sponsored by the Personal Care Products Council – found no adverse effects resulting from inhalation of aerosolized benzyl alcohol and benzoic acid in rats over a four-week period.

Benzyl alcohol, benzoic acid and **sodium benzoate** are used in personal-care products as corrosion inhibitors, pH adjusters, preservatives, solvents, viscosity degreasing agents and fragrance ingredients.

The expert panel will decide whether the data are sufficient to amend its original report. If it does opt for an amendment, it will also consider data to add other benzoic acid simple salts to the safety assessment, according to a May 28 memo.

The expert panel reaffirmed its 1998 conclusion in December 2006, determining that inhalation safety data introduced at that time were still insufficient ("The Rose Sheet" Dec. 11, 2006).

The International Fragrance Association recommends restricted use of benzyl alcohol in fragrances, advising that concentration levels be kept between 0.2 percent and 5 percent depending on product category.

Also during the June CIR meeting, the expert panel will review new information on **salicylic acid** and decide whether or not to re-open its safety report.

Best known as an anti-acne agent, salicylic acid and its salts and esters are also used as anti-dandruff agents, exfoliants, preservatives, sunscreen agents, solvents and skin-conditioning agents.

In its review of the ingredient in 2003, the expert panel determined it was safe as used, with the condition that it be formulated to "avoid skin irritation." Also, "when increased sun sensitivity would be expected, directions for use should include the daily use of sun protection," the experts said.

Consultant David Steinberg of Steinberg & Associates urged the panel in a Sept. 4, 2009 letter to take another look at the ingredient group, suggesting that the stipulated conditions are correct for short-chain esters and salts, but incorrect for long-chain esters.

Steinberg also noted that Health Canada has limited use of long-chain ester **butyloctyl salicylate** in sunscreens to a 5 percent concentration and has prohibited its use in other cosmetics. He plans to present his concerns to the panel at the meeting.

If the panel finds that a safety assessment should be re-opened, the CIR team would undertake an updated literature search and prepare a draft amended safety assessment for the panel to review.

At its last meeting April 5-6, the CIR expert panel opted to re-open a review of hair dye ingredient **disperse blue 1** – based largely on the European Union's decision to ban the chemical – even though it is not currently used in products on the U.S. market ("The Rose Sheet" April 12, 2010).

The expert panel issued a final safety assessment for skin-whitening ingredient **kojic acid** and tentative final safety assessments for **pelargonic acid** and **polymethyl methacrylate**. Pelargonic acid, polymethyl methacrylate, **propylene glycol**, **polypropylene glycol** and **polyethylene glycol** will be considered for final safety assessments at the panel's June 28-29 sit-down.

During the April meeting, the panel decided to re-open reports for **trimoniums** – used as hair- and skin-conditioning, anti-static and surfactant emulsifying ingredients – and skin conditioning agent **stearyl heptanoate**. Both draft reports, along with one for hair- and skin-conditioning agent **caprylyl glycol**, are slated for review.

– Lauren Nardella (l.nardella@elsevier.com)

Weekly Trademark Review

Issued June 22, 2010

[Class 3 (Cosmetics & Cleaning Preps) compiled by "The Rose Sheet" from Official Gazette of the U.S. Patent and Trademark Office]

Product Name	Trademark No./ [Serial No.]	Company	Filed Date [Published]	Class Nos.	First Use Date
Marks Registered – Class 3					
Bodifresh Toilet Tissue Moisturizer	3,805,143 [76-697,062]	Bodifresh	4-24-09 [4-6-10]	50, 51 & 52	---
Forbidden Leaf & Design	3,805,148 [76-698,128]	Dwight, Dana L., DBA Forbidden Leaf Hemp Seed Oil Lotion & Soap Co.	6-26-09 [4-6-10]	50, 51 & 52	---
Footsteps	3,805,177 [76-700,277]	Garcoa	11-9-09 [4-6-10]	50, 51 & 52	---
Crystal Gloss It	3,805,192 [77-127,187]	Jafer	3-9-07 [4-6-10]	50, 51 & 52	---
Hydra Bain Bath & Design	3,805,218 [77-331,357]	ADS	11-16-07 [3-2-10]	50, 51 & 52	---
Joan Collins	3,805,230 [77-364,194]	Gibson, Joan Henrietta	1-4-08 [4-6-10]	Int. 3, 9, 14, 16, 18, 25, 28, 35 & 41; U.S. 50, 51 & 52	---
Sinlice	3,805,237 [77-390,418]	Sinclair Pharmaceuticals	2-6-08 [11-17-09]	Int. 3 & 5; U.S. 50, 51 & 52	---
Turbolash	3,805,242 [77-406,244]	Estee Lauder	2-26-08 [4-6-10]	50, 51 & 52	---
Compliance	3,805,293 [77-492,161]	Professional Medical Surgical Supply	6-5-08 [4-6-10]	Int. 3, 16 & 41; U.S. 50, 51 & 52	---
Emerald Bay & Design	3,805,338 [77-564,309]	California Tan	9-8-08 [4-6-10]	50, 51 & 52	---
Hand Relief	3,805,339 [77-564,779]	Aveda	9-8-08 [4-6-10]	50, 51 & 52	---
Foot Relief	3,805,340 [77-564,818]	Aveda	9-8-08 [4-6-10]	50, 51 & 52	---
Voya	3,805,412 [77-631,254]	Celtic Seaweed Bath Products	12-11-08 [11-3-09]	50, 51 & 52	---
Dr Nirdosh	3,805,413 [77-632,963]	Neetu Nirdosh	12-15-08 [4-6-10]	Int. 3, 5 & 35; U.S. 50, 51 & 52	---
One Shot	3,805,424 [77-637,246]	Hornady Manufacturing	12-19-08 [4-6-10]	50, 51 & 52	---
Home Skin Lab Dr. Pastorek Institute	3,805,451 [77-661,616]	Kelly Kate	2-2-09 [4-6-10]	50, 51 & 52	---
Miscellaneous Design	3,805,460 [77-672,267]	Hawley & Hazel (Bavi)	2-17-09 [4-6-10]	Int. 3 & 21; U.S. 50, 51 & 52	---
Organic Hair Co. , & Design	3,805,540 [77-719,863]	Organic Hair	4-22-09 [4-6-10]	Int. 3 & 26; U.S. 50, 51 & 52	---
Ritz Classic (Stylized)	3,805,605 [77-730,438]	Ritz Hotel	5-6-09 [4-6-10]	50, 51 & 52	---
Fast505	3,805,645 [77-735,613]	Zep IP Holding	5-13-09 [4-6-10]	50, 51 & 52	---

Product Name	Trademark No./ [Serial No.]	Company	Filed Date [Published]	Class Nos.	First Use Date
Face & Design	3,805,674 [77-742,085]	Hochman, Marcelo	5-21-09 [4-6-10]	50, 51 & 52	---
Kronos	3,805,682 [77-743,614]	Intelligent Beauty	5-22-09 [4-6-10]	50, 51 & 52	---
Manta Ray	3,805,703 [77-747,350]	GA Modefine	5-29-09 [4-6-10]	50, 51 & 52	---
Classic Glamour Dolls & Design	3,805,823 [77-778,913]	Ana Vergara	7-10-09 [4-6-10]	50, 51 & 52	---
Wax Lyrical	3,805,919 [77-800,113]	Colony Gift	8-7-09 [4-6-10]	Int. 3, 4, 11 & 21; U.S. 50, 51 & 52	---
Dermacosmetics Corrective Skin Care & Design	3,805,939 [77-805,450]	Cosmetics	8-15-09 [4-6-10]	50, 51 & 52	---
Lavishea & Design	3,806,015 [77-818,935]	Lavishea	9-2-09 [4-6-10]	50, 51 & 52	---
Erase Anti Aging Face Creme	3,806,038 [77-822,571]	Touch Enterprises	9-9-09 [4-6-10]	50, 51 & 52	---
Carla Bulgaria Roses Beauty & Design	3,806,104 [77-835,464]	Royo-Villanova Import	9-25-09 [4-6-10]	50, 51 & 52	---
Jovees & Design	3,806,176 [77-844,148]	Vellino, Jean Jacques	10-8-09 [4-6-10]	50, 51 & 52	---
Doterra On Guard	3,806,204 [77-846,891]	Doterra Holdings	10-12-09 [4-6-10]	Int. 3 & 5; U.S. 50, 51 & 52	---
Teddy's Pride	3,806,461 [77-858,544]	Oragenics	10-27-09 [4-6-10]	50, 51 & 52	---
Where Elegance Matters	3,806,462 [77-858,545]	Sunstream Pacific	10-27-09 [4-6-10]	Int. 3 & 18; U.S. 150, 51 & 52	---
Lime Crime	3,806,465 [77-858,575]	LBG Entertainment	10-27-09 [4-6-10]	50, 51 & 52	---
Dirty Dog	3,806,491 [77-858,771]	Kim Laube	10-27-09 [4-6-10]	Int. 3, 8, 11 & 21; U.S. 50, 51 & 52	---
Pbigroup	3,806,557 [77-859,610]	Pbigroup	10-28-09 [4-6-10]	50, 51 & 52	---
Community Immunity	3,806,657 [77-860,636]	Floracopeia	10-29-09 [4-6-10]	50, 51 & 52	---
Bronze Angel	3,806,673 [77-860,831]	Litani	10-29-09 [4-6-10]	50, 51 & 52	---
Bronze Knight	3,806,674 [77-860,871]	Litani	10-29-09 [4-6-10]	50, 51 & 52	---
Silkytexture	3,806,677 [77-860,887]	Biocare Labs	10-29-09 [4-6-10]	50, 51 & 52	---
Jeunesse Ultime	3,806,704 [77-861,287]	Yagoda, Michelle & Gans, Eugene	10-30-09 [4-6-10]	50, 51 & 52	---
Miracle Touch	3,806,747 [77-861,869]	Chung Seok Seo	10-30-09 [4-6-10]	50, 51 & 52	---

Product Name	Trademark No./ [Serial No.]	Company	Filed Date [Published]	Class Nos.	First Use Date
Forslean	3,806,859 [77-864,050]	Sabinsa	11-3-09 [4-6-10]	50, 51 & 52	---
Tennanttrue	3,806,874 [77-864,287]	Tennant	11-3-09 [4-6-10]	50, 51 & 52	---
Fango Brillante	3,806,960 [77-874,237]	Borghese Trademarks	11-17-09 [4-6-10]	50, 51 & 52	---
G & Design	3,807,080 [78-874,806]	Golddigga Brands	5-2-06 [4-6-10]	Int. 3 & 14; U.S. 50, 51 & 52	---
Pink Twinkle & Design	3,807,084 [78-906,568]	Club Libby Lu	6-13-06 [2-13-07]	50, 51 & 52	---
Pucca & Design	3,807,131 [79-062,067]	Vooz	7-17-08 [4-6-10]	Int. 3, 9, 14, 16, 18, 21, 24, 25, 28, 38 & 41; U.S. 50, 51 & 52	---
XM 99	3,807,136 [79-062,345]	Rexam Dispensing Systems	9-5-08 [4-6-10]	Int. 3, 6, 20 & 21; U.S. 50, 51 & 52	---
Blackisdiamond (Stylized)	3,807,139 [79-063,275]	Marc Delorme	11-14-08 [4-6-10]	Int. 3, 14 & 25; U.S. 50, 51 & 52	---
BB Bbcos Hair Pro Cos & Design	3,807,173 [79-068,087]	Bbcos S.N.C.; Di Bertola Raffaele	1-29-09 [4-6-10]	50, 51 & 52	---
Medela	3,807,180 [79-068,552]	Medela Holding	7-11-08 [4-6-10]	Int. 3, 5, 9, 10, 11, 18, 21, 25, 40, 41 & 44; U.S. 50, 51 & 52	---
Tex Wash	3,807,211 [79-069,742]	Schweizer-Effax	2-26-09 [4-6-10]	50, 51 & 52	---
Rosie & Snootz & Design	3,807,233 [79-070,144]	Scent A Brand Bvba	9-5-08 [12-1-09]	Int. 3, 9, 14, 16, 18, 21, 24, 25, 28 & 41; U.S. 50, 51 & 52	---
ZP (Stylized)	3,807,240 [79-070,390]	Fieldpoint	1-16-09 [4-6-10]	Int. 3, 14, 16, 18, 24 & 25; U.S. 150, 51 & 52	---
Age Killer	3,807,270 [79-071,782]	CGBS Internatl.	4-23-09 [4-6-10]	50, 51 & 52	---
Multisonic	3,807,271 [79-071,795]	Great Lengths Haarvertriebs	11-19-08 [4-6-10]	Int. 3, 8, 10, 21, 26, 41 & 44; U.S. 50, 51 & 52	---
Thineers	3,807,281 [79-072,141]	Dentalserve. Net	4-2-09 [4-6-10]	Int. 3, 5 & 10; U.S. 50, 51 & 52	---
Black Soul	3,807,339 [79-075,653]	Parfums Ted Lapidus	7-16-09 [4-6-10]	50, 51 & 52	---
Reference	3,807,349 [79-075,979]	Batan & Sharro	10-23-09 [4-6-10]	50, 51 & 52	---
Mt Romance	3,807,355 [79-076,713]	Mt Romance Australia	10-28-09 [4-6-10]	50, 51 & 52	---

Product Name	Trademark No./ [Serial No.]	Company	Filed Date [Published]	Class Nos.	First Use Date
Marks Registered Under Section 1(d) – Class 3					
<i>The following marks have been registered on the principal register pursuant to the intent-to-use provisions of Section 1(d) of the Trademark Act of 1946, as amended. Select trademark lists have been condensed.</i>					
Myrrhmaid	3,807,393 [76-695,710]	Fit Hair	2-9-09 [6-30-09]	50, 51 & 52	11-30-2009
For nonmedicated hair care preparations, namely, shampoos and conditioners.					
Epil Lyss	3,807,425 [77-066,512]	Esthetiques Sans Frontieres	12-18-06 [12-15-09]	50, 51 & 52	9-1990
Priority claimed under Sec. 44(d) on Canada Application No. 1308708, filed 7-11-2006, Reg. No. TMA744025, dated 7-24-2009, expires 7-24-2024. For depilatory waxes, gels for skin care, hydrating gels, biological creams for the body and depilatory biological creams, oils for the body, hand and feet lotions with germicidal properties.					
Konstantine	3,807,426 [77-066,585]	Konstantine Bakalis	12-18-06 [7-17-07]	50, 51 & 52	4-15-2010
For cologne; perfume.					
Aquarelles	3,807,448 [77-130,159]	Burwell Industries	3-13-07 [7-31-07]	50, 51 & 52	1-5-2010
The foreign wording in the mark translates into English as "watercolors." For bath salts; body lotion; body sprays; body washes; bubble bath; hand lotions; perfume.					
Juju	3,807,487 [77-256,139]	Williamson, Cynthia	8-15-07 [2-12-08]	50, 51 & 52	1-1-2007
For body and beauty care cosmetics; cosmetic creams; cosmetic creams for skin care; cosmetics; face creams for cosmetic use; skin and body topical lotions, creams and oils for cosmetic use; toners; topical skin sprays for cosmetic purposes; cosmetic soaps; soaps.					
Actipixel	3,807,530 [77-348,733]	Active Organics	12-11-07 [5-6-08]	50, 51 & 52	4-26-2010
For nonmedicated skin care preparations for topical application to the face and body, namely, creams, lotions, gels, serums and sprays.					
C.E.O.	3,807,532 [77-350,296]	YZY	12-12-07 [5-6-08]	50, 51 & 52	6-5-2009
For colognes, perfumes and cosmetics; eau de cologne; eau de perfume; eau de toilette.					
Choose Your Mood	3,807,549 [77-394,604]	Lifetherapy	2-12-08 [7-22-08]	50, 51 & 52	2-7-2008
For body oils, hand creams and scented body cream.					
Miscellaneous Design	3,807,556 [77-405,836]	Johnson & Johnson	2-26-08 [1-20-09]	50, 51 & 52	12-31-2007
The stippling is for shading purposes only. The mark consists of an aloe plant and two vitamin e capsules. For toiletries, namely, body lotion.					
Deonatulle (Stylized) & Design	3,807,761 [77-566,907]	Chuo Bussan Internatl.	9-10-08 [7-21-09]	50, 51 & 52	5-1-2009
The mark consists of the wording "deonatulle" in a stylized font with the letter "n" set off in a distinct stylized font. The design element consists of a stylized mountain landscape. For antiperspirants; nonmedicated toiletries; cosmetics; antiperspirant creams; cosmetic creams; antiperspirant lotions; deodorants for personal use; remedies for foot perspiration and perspiration, namely, alum stones with sterilizing properties for personal cosmetic use.					

Product Name	Trademark No./ [Serial No.]	Company	Filed Date [Published]	Class Nos.	First Use Date
Sara Sara Cream	3,807,767 [77-567,934]	Chuo Bussan Internatl.	9-11-08 [7-7-09]	50, 51 & 52	5-1-2009
No claim is made to the exclusive right to use "cream" apart from the mark as shown. For antiperspirants; nonmedicated toiletries; cosmetics; antiperspirant creams; cosmetic creams; antiperspirant lotions; deodorants for personal use; remedies for foot perspiration and perspiration, namely, alum stones with sterilizing properties for personal cosmetic use.					
Eye Master	3,807,785 [77-572,531]	Giorgio Armani	9-17-08 [5-26-09]	50, 51 & 52	3-2008
Priority claimed under Sec. 44(d) on Switzerland Application No. 57721/2008, filed 6-18-2008, Reg. No. 580491, dated 12-15-2008, expires 6-18-2018. No claim is made to the exclusive right to use "eye" apart from the mark as shown. For cosmetics, namely, creams, milks, lotions, gels and powders for the face; makeup preparations.					
Terra Dolce The Estheticians Garden (Stylized) & Design	3,807,929 [77-654,827]	The Estheticians Garden DBA Terra Dolce Soap	1-22-09 [6-9-09]	50, 51 & 52	1-1-2009
The color(s) black and forest green is/are claimed as a feature of the mark. The mark consists of the stylized wording "terra dolce" in black. There is a forest green branch with leaves between the two words. Below that wording and design is a black horizontal line. Below the horizontal line is the stylized wording "the estheticians garden" in the color black. The English translation of "terra dolce" in the mark is "sweet earth." For aromatherapy body care products, namely, body lotion, nonmedicated lip balm, soap, body scrub; cosmetic creams for skin care; cosmetic preparations for body care.					
Vaseline Sheer Infusion	3,807,953 [77-669,988]	Unilever Supply Chain	2-13-09 [7-21-09]	50, 51 & 52	8-2009
Owner of U.S. Reg. Nos. 140,345, 319,120 and others. For nonmedicated skin care preparations, namely, oils, creams and lotions for the skin.					
Whipped Soufflé	3,807,968 [77-674,428]	Unilever Supply Chain	2-20-09 [6-2-09]	50, 51 & 52	2-2010
For body wash.					
Suave Naturals	3,807,991 [77-681,749]	Conopco	3-2-09 [7-21-09]	50, 51 & 52	2003
Owner of U.S. Reg. Nos. 2,787,388 and 2,815,606. No claim is made to the exclusive right to use "naturals" apart from the mark as shown. For hair care products, namely, shampoo and conditioner.					
Click, Lock, Go	3,808,000 [77-683,444]	Bare Escentuals Beauty	3-4-09 [6-30-09]	50, 51 & 52	9-2009
For cosmetic applicators sold as an integral component of cosmetic powders for the face, body, skin and eyes.					
Babes About Town	3,808,001 [77-683,456]	Bare Escentuals Beauty	3-4-09 [6-30-09]	50, 51 & 52	10-2009
For cosmetics.					
Phidias (Stylized) & Design	3,808,007 [77-685,795]	Yiwu City Wendy Cosmetics	3-6-09 [7-7-09]	50, 51 & 52	4-12-2009
The mark consists of the word "phidias" with a stylized "p." For cosmetics and cosmetic preparations; nonmedical skin care preparations; hair care preparations.					
No 7 Wild Volume	3,808,058 [77-695,530]	Boots Retail Holdings	3-20-09 [7-28-09]	50, 51 & 52	7-2009
Owner of U.S. Reg. Nos. 2,929,889, 3,108,067 and 3,160,336. No claim is made to the exclusive right to use "volume" apart from the mark as shown. For cosmetics, namely, lipsticks, lipliners, lip glosses, lip balms.					

Product Name	Trademark No./ [Serial No.]	Company	Filed Date [Published]	Class Nos.	First Use Date
My Earth	3,808,157 [77-709,060]	The Erwyn Group	4-7-09 [8-4-09]	50, 51 & 52	4-2-2009
For shampoo, conditioner, shower gel, body soap, body lotion.					
Scrub 'Em & Leave 'Em	3,808,167 [77-710,266]	Soap & Glory	4-9-09 [7-28-09]	50, 51 & 52	2-15-2010
For cosmetic preparations for exfoliating the skin, body scrubs.					
Winter White Fresh	3,808,172 [77-711,746]	Bath & Body Works Brand Management	4-10-09 [8-18-09]	50, 51 & 52	11-2009
For personal care products, namely, body lotion, body splash, body wash, body shimmer cream and eau de toilette.					
Winter White Floral	3,808,173 [77-711,748]	Bath & Body Works Brand Management	4-10-09 [8-18-09]	50, 51 & 52	11-2009
For personal care products, namely, body lotion, body splash, body wash, body shimmer cream and eau de toilette.					
Flawless Renewal	3,808,185 [77-713,209]	Procter & Gamble	4-14-09 [8-4-09]	50, 51 & 52	8-31-2009
Owner of U.S. Reg. Nos. 2,762,897 and 3,551,255. For antiperspirants and deodorants for personal use.					
Amp Your Smile	3,808,186 [77-713,351]	Momentum Sales & Marketing	4-14-09 [8-11-09]	50, 51 & 52	4-11-2010
For cosmetic teeth whitening kit.					
All Day Clean	3,808,255 [77-729,460]	Gillette	5-5-09 [9-15-09]	50, 51 & 52	1-4-2010
No claim is made to the exclusive right to use "clean" apart from the mark as shown. For antiperspirants and deodorants for personal use; body wash.					
Crystash	3,808,272 [77-732,221]	Tupperware Products	5-8-09 [8-25-09]	50, 51 & 52	12-3-2009
For perfumery.					
Zippity Doo's (Stylized) & Design	3,808,373 [77-770,361]	Ljc Cuts For Kids li	6-29-09 [11-17-09]	50, 51 & 52	7-1-2009
The mark consists of the word "zippity doo's" with a comb representing the "i's," a scissor representing the "y" and two faces representing the "o's." For hair care products, namely, shampoo, conditioner, styling gel, shield spray and detangler.					
Zippity Doo's	3,808,374 [77-770,369]	Ljc Cuts For Kids li	6-29-09 [11-17-09]	50, 51 & 52	7-1-2009
For hair care products, namely, shampoo, conditioner, styling gel, shield spray and detangler.					
Hula Pleasures	3,808,433 [77-795,079]	GHCH	8-2-09 [12-29-09]	50, 51 & 52	4-1-2010
For nonmedicated toiletries.					

Product Name	Trademark No./ [Serial No.]	Company	Filed Date [Published]	Class Nos.	First Use Date
Fresh Breath From the Outside In	3,808,441 [77-798,197]	Interquantum	8-5-09 [1-12-10]	50, 51 & 52	10-5-2009

No claim is made to the exclusive right to use "fresh breath" apart from the mark as shown. For nonmedicated breath freshening preparations, namely, breath freshening coated capsules; breath fresheners; breath mints.

Baroque Pearl	3,808,534 [77-979,450]	Gump's	11-11-08 [8-4-09]	50, 51 & 52	3-12-2009
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For cosmetics; cosmetic preparations for body care.

Earthkind By Kinesys	3,808,540 [77-979,478]	Kinesys Pharmaceutical	9-18-08 [7-14-09]	50, 51 & 52	3-31-2010
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Owner of U.S. Reg. Nos. 2,008,906, 2,532,817 and 2,532,818. For skin and body care products, namely, sunscreens.

Smart Luxury	3,808,550 [77-979,553]	Minardi Beauty Products	4-13-09 [8-11-09]	50, 51 & 52	1-10-2009
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For hair care preparations.

Miscellaneous Design	3,808,619 [78-959,513]	Retail Royalty	8-24-06 [8-21-07]	50, 51 & 52	11-15-2009
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The mark consists of a stylized flying bird. For personal care products and cosmetics, namely, shaving cream, facial scrubs, sunscreen preparations.

Marks Registered Under Section 1(d) In More Than One Class

The following marks have been registered on the principal register pursuant to the intent-to-use provisions of Section 1(d) of the Trademark Act of 1946, as amended. Select trademark lists have been condensed.

Skin 365	3,807,602 [77-443,565]	Medi-Rejuvenation	4-9-08 [9-9-08]	50, 51 & 52	3-1-2008
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No claim is made to the exclusive right to use "skin" apart from the mark as shown. For cosmetics; facial cleansers; skin cleansers; skin moisturizers; body creams; facial creams; body scrubs; facial scrubs; exfoliants for body, neck, chest and face; and sunblock.

Miscellaneous Design	3,808,578 [78-736,559]	Retail Licensing	10-19-05 [2-6-07]	50, 51 & 52	10-4-2006
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For personal care products and cosmetics, namely, nonmedicated lip balm, hand cream, skin cream, nail enamel, body lotions, makeup, skin soap, liquid soaps for hands, face and body, sunscreen preparations.

Kiki De Montparnasse	3,808,621 [78-978,576]	Kiki Holdings	12-17-04 [8-7-07]	50, 51 & 52	5-13-2006
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The name shown in the mark does not identify a living individual. For cosmetics, including bath oil, body oils and creams and massage oils and creams; fragrances for personal use; skin soap.

Marks Published For Opposition In One Class – Class 3

Select trademark lists have been condensed.

Ann'Dor	[77-540,952]	Soar Trading	8-6-08	50, 51 & 52	---
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For false nails; nail tips.

Product Name	Trademark No./ [Serial No.]	Company	Filed Date [Published]	Class Nos.	First Use Date
Tears & Love By Kilian Surrender (Stylized) & Design	[77-543,522]	By Kilian	8-11-08	50, 51 & 52	---
<p>Priority claimed under Sec. 44(d) on France Application No. 083555203, filed 2-12-2008, Reg. No. 083555203, dated 2-12-2008, expires 2-12-2018. Owner of U.S. Reg. Nos. 3,436,358, 3,458,323 and others. The name(s), portrait(s) and/or signature(s) shown in the mark does not identify a particular living individual. The mark consists of the stylized wording "tears and love by kilian surrender." For perfumes, eau de parfum, eau de toilette, eau de cologne, essential oils, cosmetic creams, bath and shower cosmetic preparations, skin moisturizing creams, anti-wrinkle creams, skin cleansing gels, nonmedicated skin exfoliating creams and gels, beauty masks, cosmetic preparations for skin renewal, skin tanning cosmetic preparations, nonmedicated hair treatment preparations, namely, capillary lotions, hair sprays, hair lotions, eye makeup, mascara, lipsticks, makeup, foundation, eyeliner, nail varnish, powder makeup, cosmetic preparations for slimming purposes, namely, sculpting gels, creams, lotions for cellulite reduction, makeup removing preparations, deodorants for personal use, antiperspirants, soaps, oils for cosmetic use, body lotion, bath and shower milk, bath and shower gel, body cream, body moisturizing lotion, bath oil, talcum powder, aftershave lotion, aftershave balm, alum stone for personal use, shaving foam, shaving products, namely, shaving cream, shaving gel, nonmedicated bath salts, tissues impregnated with cosmetic lotions, cosmetic preparations for the care of mouth and teeth, dentifrices.</p>					
Prelude To Love By Kilian Invitation (Stylized) & Design	[77-543,589]	By Kilian	8-11-08	50, 51 & 52	---
<p>Priority claimed under Sec. 44(d) on France Application No. 083555204, filed 2-12-2008, Reg. No. 083555204, dated 2-12-2008, expires 2-12-2018. Owner of U.S. Reg. Nos. 3,436,358, 3,458,323 and others. The name(s), portrait(s) and/or signature(s) shown in the mark does not identify a particular living individual. The mark consists of the stylized wording "prelude to love by kilian invitation." For perfumes, eau de parfum, eau de toilette, eau de cologne, essential oils, cosmetic creams, bath and shower cosmetic preparations, skin moisturizing creams, anti-wrinkle creams, skin cleansing gels, nonmedicated skin exfoliating creams and gels, beauty masks, cosmetic preparations for skin renewal, skin tanning cosmetic preparations, nonmedicated hair treatment preparations, namely, capillary lotions, hair sprays, hair lotions, eye makeup, mascara, lipsticks, makeup, foundation, eyeliner, nail varnish, powder makeup, cosmetic preparations for slimming purposes, namely, sculpting gels, creams, lotions for cellulite reduction, makeup removing preparations, deodorants for personal use, antiperspirants, soaps, oils for cosmetic use, body lotion, bath and shower milk, bath and shower gel, body cream, body moisturizing lotion, bath oil, talcum powder, aftershave lotion, aftershave balm, alum stone for personal use, shaving foam, shaving products, namely, shaving cream, shaving gel, nonmedicated bath salts, tissues impregnated with cosmetic lotions, cosmetic preparations for the care of mouth and teeth, dentifrices.</p>					
Derma Blok	[77-631,835]	Skin Research Labs	12-12-08	50, 51 & 52	5-1-2007
<p>No claim is made to the exclusive right to use "derma" apart from the mark as shown. For skin creams.</p>					
Crown Real Help For Thinning Hair (Stylized) & Design	[77-641,041]	New Earth Labs	12-30-08	50, 51 & 52	11-2008
<p>No claim is made to the exclusive right to use "thinning hair" apart from the mark as shown. Crown. The mark consists of the stylized wording "crown. Real help for thinning hair" with flowing hair with a design of flowing hair coming out of the top of the "c" in crown and a solid rectangle as a period to the right of crown. For hair care preparations.</p>					
Active Organics	[77-645,690]	Active Organics	1-8-09	50, 51 & 52	12-10-1981
<p>No claim is made to the exclusive right to use "organics" apart from the mark as shown. Sec. 2(f). For exfoliants, scrubs, peels, moisturizers and cleansers, all for topical application to the skin; lotions, gels, creams and serums for use on the skin; facial masks; sunscreen preparations; hair care preparations; all of the aforementioned goods are in whole or in part comprising organic materials.</p>					

Product Name	Trademark No./ [Serial No.]	Company	Filed Date [Published]	Class Nos.	First Use Date
Skin79 + (Stylized) & Design	[77-647,351]	Wizcoz	1-12-09	50, 51 & 52	---
<p>Priority claimed under Sec. 44(d) on Republic of Korea Application No. 40-2008-0055, filed 12-2-2008, Reg. No. 0810276, dated 12-31-2009, expires 12-31-2019. The mark consists of the word "skin79" above a cross in the middle of a line. For cosmetics; nonmedicated skin care and treatment products, namely, cleansers, toners, moisturizers, facial and eye creams, masks, rejuvenating creams, lotions, body balm, gels, oils, toners, cleaners, peels, sunscreens, sunblocks, antiaging fluids, anti-aging gels, anti-wrinkle creams, skin lighteners, skin whitening creams, skin whitening serums, skin whitening fluids, cleansing milk and cosmetic preparations for skin renewal; cosmetics, namely, liquid makeup, concealers, makeup base, corrective makeup and beauty enhancing creams, lotions and gels; beauty serums for skin; anti-aging creams.</p>					
Jessie & Rosie (Stylized) & Design	[77-647,369]	Wizcoz	1-12-09	50, 51 & 52	---
<p>Priority claimed under Sec. 44(d) on Republic of Korea Application No. 40-2008-0056, filed 12-8-2008, Reg. No. 0816266, dated 3-8-2010, expires 3-8-2020. The mark consists of the words "Jessie and Rosie" in stylized lettering. For cosmetics; nonmedicated skin care and treatment products, namely, cleansers, toners, moisturizers, facial and eye creams, masks, rejuvenating creams, lotions, body balm, gels, oils, toners, cleaners, peels, sunscreens, sunblocks, antiaging fluids, anti-aging gels, anti-wrinkle creams, skin lighteners, whitening creams, whitening serums, whitening fluids, cleansing milk and cosmetic solutions for skin renewal; cosmetics, namely, liquid makeup, concealers, makeup base, corrective makeup and beauty enhancing creams, lotions and gels; beauty serums for skin; anti-aging creams.</p>					
Baby Bare Care (Stylized) & Design	[77-668,610]	American Global Health Group	2-11-09	50, 51 & 52	---
<p>No claim is made to the exclusive right to use "baby" and "care" apart from the mark as shown. The color(s) pink, beige and black is/are claimed as a feature of the mark. The mark consists of a baby in beige skin color and black outlines looking to its right and its right hand in its mouth and the left hand down. Below the baby is written "baby bare care" in pink. For beauty creams for body care; body and beauty care cosmetics; cosmetic creams for skin care; cosmetic preparations for body care; lotions for face and body care; nonmedicated skin care preparations; nonmedicated skin care preparations, namely, creams, lotions, gels, toners, cleaners and peels; nonmedicated skin creams; nonmedicated stimulating lotions for the skin; skin creams; skin creams in liquid and in solid form; skin lotions; skin moisturizer; skin toners.</p>					
L'Essence De Cerruti	[77-698,653]	Cerruti 1881	3-25-09	50, 51 & 52	---
<p>Priority claimed under Sec. 44(d) on ERPN CMNTY TM OFC Application No. 008174518, filed 3-24-2009, Reg. No. 008174518, dated 10-7-2009, expires 3-24-2019. Owner of U.S. Reg. Nos. 1,704,471, 2,363,844 and others. The mark consists of the terms "l'essence de" in stylized form above the term "cerruti" in stylized form. The English translation of "l'essence de" in the mark is "the essence of." For toilet and bath preparations not for medical use, namely, perfumes, eau de perfume, eau de toilette, soaps, shower gels, cleaning emulsions for the body, bath crystals, exfoliants for the hair and skin; shampoos and hair care preparations not for medical use; deodorants for personal use; essential oils, massage oils, bath oils; hand and body lotions and creams; body talc; shaving cream, aftershave lotions and balms; sunscreen preparations.</p>					
Sienna Sunset	[77-713,099]	Australian Gold	4-14-09	50, 51 & 52	---
<p>For skin care preparations, namely, nonmedicated indoor and outdoor skin tanning preparations.</p>					
Beyoncé Heat	[77-751,292]	BGK Trademark Holdings	6-3-09	50, 51 & 52	---
<p>The name(s), portrait(s) and/or signature(s) shown in the mark identifies Beyoncé Knowles, whose consent(s) to register is made of record. For perfumery, essential oils, soaps, cosmetics and hair lotions.</p>					

Product Name	Trademark No./ [Serial No.]	Company	Filed Date [Published]	Class Nos.	First Use Date
Just Cause	[77-758,204]	Walton Isaacson	6-12-09	50, 51 & 52	---
<p>For aftershave lotions; aftershave; after suncreams and lotions; age spot reducing creams; antiperspirants and deodorants for personal use; aromatherapy body care products, namely, body lotion, shower gel, cuticle cream, shampoo, conditioner, nonmedicated lip balm, soap, body polish, body and foot scrub and nonmedicated foot cream; astringents for cosmetic purposes; baby lotion, oil and powder; bath beads and crystals; bath foam, gel, lotion and oil; bath salts beauty creams for body care; beauty gels; beauty lotions; beauty masks; body butter; body creams; body lotion; body mist; body powder; body scrub; body splash; body sprays; body wash bubble bath; cold creams; cologne; essential oils; exfoliant cream; eye cream; face and body creams; face and body lotions; facial cleansers; facial scrubs; facial masks; fragrances; hair bleaching preparations; hair care preparations; hair color; hair gel and hair mousse; hair relaxers hair conditioner; hair shampoo; hair sprays and hair gels; hair straightening preparations; hair styling preparations; hair styling sprays; hand cream; hand lotions; mouthwashes; nail care preparations; perfume; shaving creams; shaving preparations; shower gel, body polish, body and foot scrub and nonmedicated skin creams; skin cleaners; skin moisturizers; skin toners; soaps for personal use; cosmetics.</p>					
Equi-Spa	[77-776,235]	Equi-Spa	7-8-09	50, 51 & 52	12-31-2005
<p>For nonmedicated grooming preparations for horses, namely, leave in conditioner, muscle wash, coat refresh spray, sheath cleaner, hoof moisturizer, cleansing spray, protective balm for coat and hoof, mane and tail moisturizing spray and gel, body wash, massage oils and summer deodorant spray.</p>					
YAS Your Anti-Aging System (Stylized) & Design	[77-777,024]	Kimberly Fowler	7-8-09	50, 51 & 52	---
<p>No claim is made to the exclusive right to use "anti-aging system" apart from the mark as shown. The mark consists of the stylized words "yas your anti-aging system." "yas" appears vertically in the mark; "your anti-aging system" appears to the left of "yas." A dot design appears above the letter "y" in "yas" and to the upper right of the letter "s" in "yas." For nonmedicated skin care preparations.</p>					
Maira Jung Pitanga	[77-794,441]	Maira Jung Come Rcio De Artigos De USo Pessoala	7-31-09	50, 51 & 52	---
<p>No claim is made to the exclusive right to use "pitanga" apart from the mark as shown. The name "Maira Jung" identifies a living individual whose consent is of record. For perfume and cologne made in whole or in part containing pitanga extract.</p>					
Bye Bye Cosmetics	[77-797,582]	Kern, Jamie	8-5-09	50, 51 & 52	8-1-2009
<p>No claim is made to the exclusive right to use "cosmetics" apart from the mark as shown. For beauty creams for body care; body creams; body lotions; cosmetics; fragrances for personal use; hair care preparations; makeup; nonmedicated skin care preparations.</p>					
Bahama Blue	[77-798,810]	Flood, Peter	8-6-09	50, 51 & 52	---
<p>For suntan lotions, suntan oils, sunblock preparations, lip balms, sunscreens, after sun skin gels.</p>					
The World's First Consumer Generated Fragrance	[77-804,104]	Coty	8-13-09	50, 51 & 52	---
<p>No claim is made to the exclusive right to use "fragrance" apart from the mark as shown. For perfumery.</p>					

Product Name	Trademark No./ [Serial No.]	Company	Filed Date [Published]	Class Nos.	First Use Date
Properfect Salon Airbrush	[77-804,684]	L'Oréal	8-14-09	50, 51 & 52	---
No claim is made to the exclusive right to use "salon airbrush" apart from the mark as shown. For sunless tanning preparations.					
Herpex	[77-811,777]	Jahner, Richard John	8-25-09	50, 51 & 52	---
For essential oils for personal use.					
L.A. By Orly (Stylized) & Design	[77-812,122]	Orly Internatl.	8-25-09	50, 51 & 52	---
Owner of U.S. Reg. Nos. 1,144,642 and 1,527,646. The mark consists of the letter "l," a star, the letter "a," a star, above the words "by orly." For cosmetics, nail care preparations and cosmetic preparations for body care.					
El Elisea Lorrenzi Avenue Des Champs Elysees (Stylized) & Design	[77-815,441]	Elisea Lorrenzi Cosmetics	8-28-09	50, 51 & 52	---
No claim is made to the exclusive right to use "avenue des champs elysees" apart from the mark as shown. The name(s), portrait(s) and/or signature(s) shown in the mark does not identify a particular living individual. The mark consists of two single line outer circles with the stylized text "avenue des champs elysees" inside the area between the two circles and arched at the top center of the mark. At the 3 and 9 position of the circle are stylized designs to resemble the top of a screw head. In the center of the mark are the letters "el" with the "e" facing left and the "l" facing right. Centered below the "el" letters is the name "elisea lorrenzi." The English translation of "des champs elysees" in the mark is "of fields elysees." For body and beauty care cosmetics; cosmetics; makeup; nonmedicated skin care preparations; perfume.					
Maxima Hair & Body Technology	[77-817,150]	Sante Semprini Cesari	9-1-09	50, 51 & 52	11-1-2007
No claim is made to the exclusive right to use "hair and body technology" apart from the mark as shown. For hair bleaching preparations; hair care creams; hair care lotions; hair gel and hair mousse; hair lacquers; hair shampoos and conditioners; hair spray; hair waving lotion; hair wax; nonmedicated hair serums.					
Super-Blendable	[77-824,444]	L'Oréal	9-11-09	50, 51 & 52	1-2004
Sec. 2(f). For cosmetics.					
W Wondeux (Stylized) & Design	[77-825,095]	Wondeux Internatl.	9-11-09	50, 51 & 52	---
The mark consists of a script "w" with the word "wondeux" centered below it, all surrounded by a cloverleaf design, all further surrounded by a circle design. The wording "wondeux" has no meaning in a foreign language. For soaps; antiperspirant soap; deodorant soap; disinfectant soap; medicated soap; lotions for cosmetic purposes; makeup removing preparations; perfumery; essential oils; cosmetics; hair lotions; aftershave lotions; cosmetic preparations for baths; beauty masks.					
Mad Lash	[77-825,269]	Shipman, Marissa	9-11-09	50, 51 & 52	---
No claim is made to the exclusive right to use "lash" apart from the mark as shown. For cosmetics; mascara.					

Product Name	Trademark No./ [Serial No.]	Company	Filed Date [Published]	Class Nos.	First Use Date
Mirenesse	[77-840,999]	Claymont Bond	10-5-09	50, 51 & 52	11-17-1999

The wording "mirenesse" has no meaning in a foreign language. For adhesives for cosmetic use; after-sun gels; after-sun milks; after-sun oils; aloe vera gel for cosmetic purposes; astringents for cosmetic purposes; bath oils for cosmetic purposes; bath powder; bleaching preparations for cosmetic purposes; body and beauty care cosmetics; chalk for cosmetic use; cleaner for cosmetic brushes; cleansing creams; cocoa butter for cosmetic purposes; colognes, perfumes and cosmetics; coloring preparations for cosmetic purposes; concealers; cosmetic balls; cosmetic creams; cosmetic creams for skin care; cosmetic facial blotting papers; cosmetic hair dressing preparations; cosmetic hair regrowth inhibiting preparations; cosmetic masks; cosmetic milks; cosmetic oils; cosmetic oils for the epidermis; cosmetic olive oil for the face and body; cosmetic pads; cosmetic pencils; cosmetic preparations; cosmetic preparations against sunburn; cosmetic preparations for body care; cosmetic preparations for eyelashes; cosmetic preparations for skin renewal; cosmetic preparations for slimming purposes; cosmetic preparations for the care of mouth and teeth; cosmetic preparations for the hair and scalp; cosmetic preparations, namely, firming creams; cosmetic preparations, namely, firming lotions; cosmetic preparations, namely, skin balsams; cosmetic products in the form of aerosols for skin care; cosmetic products in the form of aerosols for skin care; cosmetic products taken orally, namely, pills that induce bronzing of the skin; cosmetic rouges; cosmetic soaps; cosmetic sun-protecting preparations; cosmetic suntanning preparations; cosmetic suntan lotions; cosmetic suntan preparations; cosmetics; cosmetics and cosmetic preparations; cosmetics and makeup; cosmetics for animals; cosmetics in general, including perfumes; cosmetics in the form of milks, lotions and emulsions; cosmetics, namely, compacts; cosmetics, namely, lip primer; cosmetics, namely, lip repairers; cotton balls for cosmetic purposes; cotton buds for cosmetic purposes; cotton for cosmetic purposes; cotton puffs for cosmetic purposes; cotton sticks for cosmetic purposes; cotton swabs for cosmetic purposes; cotton wool and cotton sticks for cosmetic purposes; cotton wool for cosmetic purposes; decorative transfers and skin jewels for cosmetic purposes; eye compresses for cosmetic purposes; eyebrow cosmetics; face creams and cleansers containing benzoyl peroxide for cosmetic purposes; face creams for cosmetic use; foams containing cosmetics and sunscreens; gauze for cosmetic purposes; gift baskets containing nonmedicated bath preparations and cosmetic preparations; glitter for cosmetic purposes; grape seed oil for cosmetic use; greases for cosmetic purposes; henna for cosmetic purposes; impregnated cleaning pads impregnated with cosmetics; lotions for cosmetic purposes; milk for cosmetic purposes; mineral powder for use in cosmetic body wrap applications; nail varnish for cosmetic purposes; nonmedicated cosmetic skin care preparations consisting of organic coconut virgin oil and coconut virgin oil; nonmedicated hair treatment preparations for cosmetic purposes; nutritional oils for cosmetic purposes; oils for cosmetic purposes; paraffin wax for cosmetic purposes; pencils for cosmetic purposes; perfume oils for the manufacture of cosmetic preparations; petroleum jelly for cosmetic purposes; plant and herb extracts sold as components of cosmetics; premoistened cosmetic tissues; premoistened cosmetic towelettes; premoistened cosmetic wipes; private label cosmetics; retinol cream for cosmetic purposes; rose oil for cosmetic purposes; self-tanning preparations; shea butter for cosmetic purposes; skin and body topical lotions, creams and oils for cosmetic use; skin conditioning creams for cosmetic purposes; skin fresheners; soaps; solid powder for compacts; suntan oils for cosmetic purposes; tanning and after-sun milks, gels and oils; tanning gels; tanning milks; tanning oils; teeth whitening strips impregnated with teeth whitening preparations; tissues impregnated with cosmetic lotions; toners; tooth whiteners for cosmetic purposes comprising neutral sodium fluoride sustained release gel; topical skin sprays for cosmetic purposes; wrinkle-minimizing cosmetic preparations for topical facial use.

Skintrition	[77-848,940]	Pure & Natural	10-14-09	50, 51 & 52	---
For bar soap; bath lotion; bath soaps; body washes; face and body lotions; hand cleaning preparations; hand lotions; hand soaps; liquid soaps; skin lotions; waterless soap.					
New Blue For Men	[77-858,822]	Meyer Distribution	10-27-09	50, 51 & 52	3-1-2009

No claim is made to the exclusive right to use "for men" apart from the mark as shown. For perfume; perfume oils; perfume oils for the manufacture of cosmetic preparations; perfumed creams; perfumed soap; perfumes and colognes; perfumes, aftershaves and colognes; perfumes, eau de colognes and aftershaves.

Product Name	Trademark No./ [Serial No.]	Company	Filed Date [Published]	Class Nos.	First Use Date
Kaneka QH	[77-862,897]	Kaneka	11-2-09	50, 51 & 52	---
Owner of Japan Reg. No. 4840897, dated 2-25-2005, expires 2-25-2015. Owner of U.S. Reg. No. 3,534,420. No claim is made to the exclusive right to use "qh" apart from the mark as shown. For cosmetics; toiletries, namely, essential oils, conditioner, hair rinse, bath oil, bath gel, body powder, body lotion, body cream, body moisturizers, personal deodorants and antiperspirants.					
Pure Prai...Pure Genius! Cathy Kangas (Stylized)	[77-864,041]	Prai Beauty Group	11-3-09	50, 51 & 52	---
Owner of U.S. Reg. Nos. 2,165,451, 2,176,335 and 3,258,233. The name(s), portrait(s) and/or signature(s) shown in the mark identifies "Cathy Kangas," whose consent(s) to register is made of record. The mark consists of the phrase "pure prai.-pure genius!" and the signature "Cathy Kangas." For face creams; eye cream; beauty lotions; lotions for cosmetic purposes; facial lotions; eye lotions; beauty serums; nonmedicated anti-aging serum; nonmedicated lotions and serums for use on the skin.					
Carotone	[77-867,401]	Advanced Beauty Cosmetics	11-6-09	50, 51 & 52	10-22-2009
For body and beauty care cosmetics, namely, body creams; body lotions; body sprays; body gels, namely, bath, eye and beauty gels; body oils; body milks; body soaps; body moisturizers, namely, skin moisturizers; body powders; skin masks; body perfumes; body colognes.					
Botne'	[77-878,873]	Sante' De Jeunesse	11-23-09	50, 51 & 52	11-1-2009
The wording "botne'" has no meaning in a foreign language. For cosmetics and skin care preparations containing natural ingredients and botanicals, namely, beauty oils, beauty creams, beauty serums, beauty milks, beauty lotions and moisturizers, toning lotions, beauty masks, beauty gels, makeup removing milks, cosmetic scrubbing and exfoliating skin preparations; essential oils and nutritional oils for cosmetic purposes; massage oils, bath oils and bath salts; anti-aging cleanser, anti-aging creams, anti-aging moisturizers, anti-aging toners, anti-aging serums; soaps.					
Yours	[77-881,944]	Market America	11-30-09	50, 51 & 52	---
For eau de toilette; fragrances for personal use; perfume.					
Medicine Flower	[77-882,546]	Gifts of the Earth Enterprises	11-30-09	50, 51 & 52	8-1-1985
No claim is made to the exclusive right to use "flower" apart from the mark as shown. For (based on use in commerce) after-sun oils; aromatherapy body care products, namely, body lotion, shower gel, cuticle cream, shampoo, conditioner, nonmedicated lip balm, soap, body polish, body and foot scrub and nonmedicated foot cream; aromatherapy lotions; aromatherapy oils; bath oils and bath salts; bath soaps in liquid, solid or gel form; body and beauty care cosmetics; body butter; body lotions; body oils; body scrub; colognes, perfumes and cosmetics; cosmetic oils; cosmetics in the form of milks, lotions and emulsions; eau de perfume; essential oils; essential oils as perfume for laundry purposes; essential oils for flavoring beverages; essential oils for food flavorings; essential oils for industrial use for cleaning and disinfecting products; essential oils for personal use; essential oils for use in the manufacture of scented products; ethereal oils; facial scrubs; foot scrubs; hand scrubs; hand soaps; massage oils; nutritional oils for cosmetic purposes; oils for cleaning purposes; oils for cosmetic purposes; oils for perfumes and scents; oils for toiletry purposes; perfume oils; perfume oils for the manufacture of cosmetic preparations; perfumed powders; perfumed soaps; perfumes; perfumes, eau de colognes and aftershaves (based on intent to use) baby lotion; baby oils; body glitter; suntanning oils and lotions.					
Safiya (Stylized) & Design	[77-885,205]	Safiya	12-3-09	50, 51 & 52	3-24-2008
The mark consists of a square containing the stylized text "s" and rows of abstract designs in the background and "safiya" below. The English translation of the word "safiya" in the mark is "pure and clear minded." for beauty products and bath and body products, namely, body lotions, soaps, shower scrubs, lip balms, shower gels, bath bombs, bath fizzes, massage oils, face cleanser, face moisturizer, shampoo, conditioner, makeup, lipstick, lip glosses, blush, eyeshadow and nail polish.					

Product Name	Trademark No./ [Serial No.]	Company	Filed Date [Published]	Class Nos.	First Use Date
Glow & White	[77-886,718]	Advanced Beauty Cosmetics	12-4-09	50, 51 & 52	10-22-2009
For body and beauty care cosmetics, namely, body creams; body lotions; body sprays; body gels, namely, bath, eye and beauty gels; body oils; body milks; body soaps; body moisturizers, namely, skin moisturizers; body powders; skin masks; body perfumes; body colognes.					
Thicken Up	[77-893,409]	Coty	12-15-09	50, 51 & 52	2-1998
For nail care preparations.					
Fumargerie	[77-898,456]	Fletcher, Jamey	12-21-09	50, 51 & 52	11-12-2009
For bath and shower gels and salts not for medical purposes; bath soaps in liquid, solid or gel form.					
Deep Beauty Is Sea Deep (Stylized) & Design	[77-898,755]	Crystalline Health & Beauty From the Dead Sea	12-22-09	50, 51 & 52	---
For age retardant gel; aloe vera gel for cosmetic purposes; anti-aging cream; antiaging creams; anti-freckle creams; antiwrinkle cream; anti-wrinkle creams; aromatherapy body care products, namely, body lotion, shower gel, cuticle cream, shampoo, conditioner, nonmedicated lip balm, soap, body polish, body and foot scrub and nonmedicated foot cream; aromatherapy creams; aromatherapy lotions; aromatherapy oils; baby lotion; baby oils; bar soap; bath and shower gels and salts not for medical purposes; bath cream; bath crystals; bath foams; bath gels; bath lotion; bath milks; bath oils; bath oils and bath salts; bath oils for cosmetic purposes; bath salts; bath soaps; bath soaps in liquid, solid or gel form; bathing lotions; beauty creams; beauty creams for body care; beauty gels; beauty lotions; body butter; body cream soap; body creams; body lotions; body mask cream; body mask lotion; body oils; body scrub; boot cream; bubble bath; cleansing creams; cocoa butter for cosmetic purposes; cosmetic creams; cosmetic creams for skin care; cosmetic oils; cosmetic preparations, namely, firming creams; cosmetic preparations, namely, firming lotions; cosmetic soaps; cosmetics in the form of milks, lotions and emulsions; cream soaps; cuticle cream; essential oils; essential oils for personal use; exfoliant creams; eye cream; eye gels; eye lotions; face and body beauty creams; face and body creams; face and body lotions; face creams; face creams and cleansers containing benzoyl peroxide for cosmetic purposes; face creams for cosmetic use; face milk and lotions; facial creams; facial lotion; facial scrubs; foam bath; foam cleansers for personal use; foams containing cosmetics and sunscreens; foot scrubs; gel eye masks; gift baskets containing nonmedicated bath preparations and cosmetic preparations; hair care creams; hair care lotions; hair creams; hair lotions; hand creams; hand lotions; hand scrubs; hand soaps; lavender oil; lip cream; liquid bath soaps; liquid soap used in foot bath; liquid soaps; liquid soaps for hands and face; liquid soaps for hands, face and body; lotions for cosmetic purposes; lotions for face and body care; makeup removing lotions; makeup-removing milk, gel, lotions and creams; massage creams; massage lotions; massage oils; mineral salt in the nature of bath salts not for medical purposes; moisturizing creams; nail cream; natural cocoa butter-based personal care products, namely, body lotion, shower gel, soap, body polish, body and foot scrub and nonmedicated skin creams; night cream; nonmedicated bath preparations; nonmedicated bath salts; nonmedicated body soaks; nonmedicated bubble bath preparations; nonmedicated foot cream; nonmedicated foot lotions; nonmedicated foot soaks; nonmedicated hair restoration lotions; nonmedicated skin care preparations, namely, creams, lotions, gels, toners, cleaners and peels; oil baths for hair care; oils for cosmetic purposes; perfumed creams; perfumed soaps; salt scrub for the body and face; scented body lotions and creams; scented oils; shea butter for cosmetic purposes; shower and bath foam; shower and bath gel; shower creams; shower gels; skin and body topical lotions, creams and oils for cosmetic use; skin cleansing cream; skin cleansing lotion; skin conditioning creams for cosmetic purposes; skin cream; skin creams; skin creams in liquid and in solid form; skin lotions; skin soap; soaps for body care; soaps for personal use; toning lotion, for the face, body and hands; wrinkle-resistant cream.					
Citroclear	[77-909,411]	Advanced Beauty Cosmetics	1-11-10	50, 51 & 52	9-24-2009
For body and beauty care cosmetics, namely, body creams; body lotions; body sprays; body gels, namely, bath, eye and beauty gels; body oils; body milks; body soaps; body moisturizers, namely, skin moisturizers; body powders; skin masks; body perfumes; body colognes.					

Product Name	Trademark No./ [Serial No.]	Company	Filed Date [Published]	Class Nos.	First Use Date
Swipes Lovin Wipes (Stylized) & Design	[77-916,649]	Swipes	1-21-10	50, 51 & 52	---
No claim is made to the exclusive right to use "wipes" apart from the mark as shown. The mark consists of a leaf next to the word "swipes" and the words "lovin wipes" beneath the term "swipes." For nonmedicated premoistened towelettes for personal sanitary use.					
Biscuit The Little Yellow Puppy (Stylized) & Design	[77-921,040]	Capucilli, Alyssa & Schories, Pat	1-27-10	50, 51 & 52	---
The mark consists of the literal elements "biscuit" and "the little yellow puppy" in stylized lettering, a circular ring and a fanciful representation of a puppy. The word "biscuit" appears in the top of the ring and the words "the little yellow puppy" appear along the bottom of the ring. At the center of the ring is a fanciful representation of a puppy. For baby hair conditioner; baby lotion; baby oils; baby powders; baby shampoo; soaps; liquid soap; shower and bath gel, oils, salts and creams; cosmetics, perfumes, colognes, toilet water; essential oils; talcum powder; facial cleansers and scrubs; preparations for the care of the skin, namely, facial creams, facial moisturizers, face wash, beauty milks, skin moisturizers and skin moisturizer masks, skin cleansers, skin conditioners, hand creams and hand lotions, massage oils, essential oils for personal use, bath beads, bath crystals, bath foam, bath powders, body scrubs, body and hand lotions, body oils, body powders, body mask creams and lotions; nonmedicated toilet preparations, namely, nonmedicated toiletries, body soaks, bath salts, foot powder and creams, nonmedicated skin care preparations, nonmedicated skin serum and stimulating lotions for the skin; nonmedicated massage preparations in the nature of massage oils, gels, creams, lotions, powders, sprays and ointments; cotton sticks for cosmetic purposes; suntanning and after-sun preparations, namely, sunscjune reen preparations, suntanning preparations, after-sun lotions, cosmetic sun-protecting preparations, suntan oils, hair care preparations, namely, shampoos, conditioners, hair color, hair waving lotion, permanent wave preparations, hair emollients, hair mascara, hair pomades, hair relaxing preparations, ha ir styling preparations and hair care preparations; nonmedicated scalp treatment cream; nail polish, nail varnish for cosmetic purposes.					
Riverveda (Stylized) & Design	[77-922,296]	River Veda	1-28-10	50, 51 & 52	---
The mark consists of the word "riverveda" in a stylized manner and a stylized drawing of an incomplete circle encircling the letters "eda." For cosmetics.					
Miscellaneous Design	[77-923,625]	Little Busy Bodies	1-29-10	50, 51 & 52	---
The mark consists of a tear drop shape including a nose and nostril profile. For disposable nasal wipes impregnated with saline; disposable wipes impregnated with saline for personal hygiene; premoistened cosmetic wipes; scent-infused premoistened cosmetic wipes; moisturizing disposable wipes impregnated with cleansing chemicals or compounds for personal hygiene.					
Hurry Up!	[77-924,314]	Fingermates	1-30-10	50, 51 & 52	3-22-1995
For nail care preparations; liquid aerosol nail glue dryer; liquid nail polish dryer; nail polish top coats.					
Evolución	[77-925,606]	Mana Products	2-2-10	50, 51 & 52	---
The English translation of "evolucio´ n" in the mark is "evolution." For nonmedicated skin care preparations.					
Kia'ora Tahiti (Stylized) & Design	[77-925,703]	Tomasi, Veronique Hunkin	2-2-10	50, 51 & 52	---
No claim is made to the exclusive right to use "Tahiti" apart from the mark as shown. The mark consists of the wording "kia'ora Tahiti" below a stylized turtle with a design on its back in the nature of a mask. The English translation of the maori word "kia'ora" in the mark is "hello!," "cheers!," "good luck!," "best wishes!," or "be well!." For body oils; cosmetic oils; hair oils; scented oils.					
Never Get Caught Off Guard	[77-926,222]	Dial	2-2-10	50, 51 & 52	1-15-2010
For deodorants and antiperspirants.					

Product Name	Trademark No./ [Serial No.]	Company	Filed Date [Published]	Class Nos.	First Use Date
Just One	[77-926,390]	American Internatl. Industries	2-2-10	50, 51 & 52	---
For cosmetic hair dressing preparations; cosmetic preparations for the hair and scalp; hair care creams; hair care lotions; hair care preparations; hair cleaning preparations; hair creams; hair dressings for men; hair dressings for women; nonmedicated hair serums; nonmedicated hair treatment preparations for cosmetic purposes.					
Mac Haute & Naughty Lash	[77-926,745]	Estee Lauder Cosmetics	2-3-10	50, 51 & 52	---
Owner of U.S. Reg. Nos. 1,642,532, 2,716,306 and others. No claim is made to the exclusive right to use "lash" apart from the mark as shown. For cosmetics.					
UV Proplex	[77-926,870]	Skinmedica	2-3-10	50, 51 & 52	---
No claim is made to the exclusive right to use "Uv" apart from the mark as shown. For sunscreen lotion.					
Shower in A Towel	[77-927,374]	Klenz	2-3-10	50, 51 & 52	---
Owner of U.S. Reg. No. 3,342,763. For disposable wipes and towels impregnated with chemicals or compounds for personal hygiene.					
First Brands	[77-927,733]	Gold Rush Brands	2-4-10	50, 51 & 52	---
No claim is made to the exclusive right to use "brands" apart from the mark as shown. For health and beauty products, namely, aftershave lotions, baby oil, bath gel, bath oil, bath powder, body cream, body oil, bubble bath, cosmetics compacts, deodorant soap, eau de toilette, eye makeup, face powder, facial creams, hair care preparations, hair conditioners, hair gel, hair mousse, hair shampoo, hair styling preparations, lip gloss, lipstick, skin lotions, hair lotions, facial lotions, body lotions, hair waving lotions, makeup, mascara, nail glitter, nail polish, perfume, personal deodorants, sachets, shaving cream, shaving gel, shaving lotion, shaving preparations, shower gel, skin conditioners, skin cream, skin lotion; soaps for hands, face and body; sunscreen preparations and toothpaste.					
Endocare	[77-927,790]	Industrial Farmaceutica Cantabria	2-4-10	50, 51 & 52	---
Owner of Spain Reg. No. 1970827, dated 1-5-1996, renewed as Reg. No. 1970827, dated 8-18-2005, expires 6-13-2015. Owner of U.S. Reg. No. 2,337,518. For moisturizing cosmetic products, namely, skin lotions.					
Clean Scene	[77-927,833]	Murad	2-4-10	50, 51 & 52	---
For nonmedicated skin care preparations, namely, creams, lotions, gels, toners, cleansers and peels.					
Eye Luscious	[77-927,841]	Murad	2-4-10	50, 51 & 52	---
No claim is made to the exclusive right to use "eye" apart from the mark as shown. For nonmedicated skin care preparations, namely, creams, lotions, gels, toners, cleansers and peels.					
Thoroughly Clean	[77-927,958]	Country Life	2-4-10	50, 51 & 52	10-16-1997
No claim is made to the exclusive right to use "clean" apart from the mark as shown. For facial cleansers; skin cleansers.					
Fango Delicate	[77-928,114]	Borghese Trademarks	2-4-10	50, 51 & 52	1985
No claim is made to the exclusive right to use "fango" apart from the mark as shown. The English translation of "fango delicato" in the mark is "delicate mud." For anti-aging creams; anti-wrinkle creams; beauty creams for body care; beauty lotions; cosmetic creams for skin care; cosmetic preparations for body care; exfoliant creams; face and body lotions; lotions for face and body care; moisturizing creams; nonmedicated skin care preparations; skin cleansers; skin conditioners; skin creams; skin lotions; skin masks; skin moisturizer; skin texturizers; skin toners.					

Product Name	Trademark No./ [Serial No.]	Company	Filed Date [Published]	Class Nos.	First Use Date
pH Skincare (Stylized) & Design	[77-928,243]	Rupa Vickers Russe	2-4-10	50, 51 & 52	---
No claim is made to the exclusive right to use "ph skin care" apart from the mark as shown. The mark consists of the lettering "ph" in a slanted font with the lettering skin care located underneath in a smaller upright font with all lettering surrounded by one wreath of flora images. For body and beauty care cosmetics.					
Kwanzaa	[77-928,378]	Internatl. Design Associates	2-4-10	50, 51 & 52	2-4-2010
The English translation of "kwanzaa" in the mark is "first fruit of the harvest." For bath soaps in liquid, solid or gel form; fragrances for personal use; nonmedicated skin care preparations.					
Lashtopia	[77-928,411]	Cobalt Balloon	2-4-10	50, 51 & 52	---
For eyeliner; mascara.					
DC Duchess Cosmetics (Stylized) & Design	[77-928,484]	Duchess Cosmetics	2-4-10	50, 51 & 52	---
No claim is made to the exclusive right to use "cosmetics", apart from the mark as shown. The mark consists of a crown above the interlocking letters "dc"; the word "duchess" appears underneath the letters "dc" and the word "cosmetics" appears underneath the word "duchess." For cosmetics.					
Ambra Di Venezia	[77-928,766]	Montay	2-5-10	50, 51 & 52	4-7-1998
The English translation of "Ambra di Venezia" in the mark is "Amber of Venice." For parfum and eau de parfum, body cream.					
Care & Conceal	[77-929,022]	Cobalt Balloon	2-5-10	50, 51 & 52	---
For concealers for eyes; eye makeup; makeup.					
Breathe New Life Into Your Skin	[77-929,033]	Youngblood Skin Care Products	2-5-10	50, 51 & 52	4-2009
For cosmetics; nonmedicated skin care preparations.					
Wake Up & Stay Alert	[77-929,046]	Unilever Supply Chain	2-5-10	50, 51 & 52	---
For shower gel, body cleaning wash, soaps, body sprays, antiperspirants and deodorants all for personal use.					
Zoe & Zac (Stylized) & Design	[77-929,211]	Payless Shoesource Worldwide	2-5-10	50, 51 & 52	---
The color(s) brown is/are claimed as a feature of the mark. The mark consists of words "zoe and zac" in a stylized font, all in the color brown. The word "zoe" is in a thin line font. The ampersand is in a thin line font and the word "zac" is in a bold, thicker font. For bath crystals; bath gels; bath oils; bath salts; bath soaps; beauty gels; body butter; body creams; body lotion; body scrub; bubble bath; cologne; cosmetics; eau de toilette; facial lotion; fragrances for personal use; hair conditioners; hair shampoo; lip gloss; lipstick; massage oils; moisturizing creams; nail enamel; perfumes; shower and bath gel.					
Interplex	[77-929,286]	Eva Gabor Internatl.	2-5-10	50, 51 & 52	---
For adhesives for affixing false hair.					
Polished Mama	[77-929,309]	Polston Enterprises	2-5-10	50, 51 & 52	1-1-2007
For body and beauty care cosmetics; nail polish; nail polish remover.					
Skeeter Skatter	[77-930,064]	Eco-Logical Industries	2-8-10	50, 51 & 52	---
For cosmetics, namely, essential oils, cosmetics, sensual body oil and spray made with mosquito repelling essential oils.					
Amaroma, LLC	[77-930,070]	Bieniasz, Joseph	2-8-10	50, 51 & 52	---
No claim is made to the exclusive right to use "llc" apart from the mark as shown. For cosmetics and cleaning products, namely, perfumes, essential oils, dentifrices for consumers.					

Product Name	Trademark No./ [Serial No.]	Company	Filed Date [Published]	Class Nos.	First Use Date
Be Mine	[77-931,667]	Enchante Accessories	2-9-10	50, 51 & 52	---
For body lotion, shower gel, bubble bath, bath salt and hand soap.					
Hot Is Black	[77-931,720]	Nu Vision Group	2-9-10	50, 51 & 52	---
For body sprays; cologne; fragrances for personal use; perfume; toilet water.					
Rock & Freedom	[77-931,734]	Nu Vision Group	2-9-10	50, 51 & 52	---
For body sprays; cologne; fragrances for personal use; perfume; toilet water.					
Fn11	[77-931,748]	Smith, Leslie	2-9-10	50, 51 & 52	---
For hair care preparations.					
Sensation Ecstasy Noir	[77-931,799]	Nu Vision Group	2-9-10	50, 51 & 52	---
Owner of U.S. Reg. Nos. 3,292,270, 3,540,208 and 3,664,808. The English translation of "noir" in the mark is "black." For body sprays; cologne; fragrances for personal use; perfume; toilet water.					
Siniora	[77-931,955]	Amal Felaya	2-9-10	50, 51 & 52	---
The wording "siniora" has no meaning in a foreign language. For fragrances for personal use; perfume.					
Genetic	[77-931,973]	Genetic Denim	2-9-10	50, 51 & 52	---
For cologne; eau de toilette and eau de cologne; fragrances; perfumes.					
What Kind of World Do You Want To Create?	[77-932,125]	Disney Enterprises	2-9-10	50, 51 & 52	---
For cosmetics; dentifrices; nonmedicated toiletries; fragrances; perfumes.					
Xplicit Cosmetics	[77-932,718]	Fabiola Gutierrez	2-10-10	50, 51 & 52	1-1-2010
No claim is made to the exclusive right to use "cosmetics" apart from the mark as shown. For blush; body powder; cosmetics and makeup; eyeliner; eyeshadows; face and body lotions; face powder; facial washes; foundations; lip gloss; lipliner; lipsticks; makeup for the face and body; mascaras; nonmedicated skin care preparations; skin toners.					
HTN Naturals	[77-932,868]	Healthy Hair Journey Enterprises	2-10-10	50, 51 & 52	---
No claim is made to the exclusive right to use "naturals" apart from the mark as shown. For hair care kits comprising nonmedicated hair care preparations, namely, shampoo, conditioners, hair lotion, hair oil and scalp spray; hair care preparations; hair conditioners; hair lotions; hair oils; hair shampoo; hair sprays.					
Rock Star Princess	[77-932,991]	Beauty Plus	2-10-10	50, 51 & 52	---
For cosmetics.					
Fortigen	[77-934,385]	L'Oréal	2-12-10	50, 51 & 52	---
For combination of ingredients used as an integral component of hair coloring preparations.					
Vitaniacin	[77-934,659]	Procter & Gamble	2-12-10	50, 51 & 52	---
Owner of U.S. Reg. Nos. 2,460,415 and 3,298,997. For ingredient comprising vitamins sold as a component of body wash.					
Eversleek	[77-936,287]	L'Oréal	2-16-10	50, 51 & 52	---
For hair care preparations.					
Crazy For Clear	[77-936,637]	Murad	2-16-10	50, 51 & 52	---
For nonmedicated skin care preparations, namely, creams, lotions, gels, toners, cleaners and peels.					
Down For Defense	[77-936,646]	Murad	2-16-10	50, 51 & 52	---
For nonmedicated skin care preparations, namely, creams, lotions, gels, toners, cleaners and peels.					

Product Name	Trademark No./ [Serial No.]	Company	Filed Date [Published]	Class Nos.	First Use Date
Jumping For Juicy	[77-936,658]	Murad	2-16-10	50, 51 & 52	---
For nonmedicated skin care preparations, namely, creams, lotions, gels, toners, cleaners and peels.					
The Next Generation in Tissue	[77-937,015]	Little Busy Bodies	2-16-10	50, 51 & 52	---
No claim is made to the exclusive right to use "tissue" apart from the mark as shown. For disposable nasal wipes impregnated with saline; disposable wipes impregnated with saline for personal hygiene; premoistened cosmetic wipes; scent-infused premoistened cosmetic wipes; moisturizing disposable wipes impregnated with cleansing chemicals or compounds for personal hygiene.					
Smooth 'N Shine Therapy	[77-937,020]	Henkel	2-16-10	50, 51 & 52	10-31-2003
Owner of U.S. Reg. Nos. 1,782,349, 2,445,644 and others. No claim is made to the exclusive right to use "therapy" apart from the mark as shown. For hair care preparations.					
Does Your Nose Know?	[77-937,023]	Little Busy Bodies	2-16-10	50, 51 & 52	---
For disposable nasal wipes impregnated with saline; disposable wipes impregnated with saline for personal hygiene; premoistened cosmetic wipes; scent-infused premoistened cosmetic wipes; moisturizing disposable wipes impregnated with cleansing chemicals or compounds for personal hygiene.					
Our Kids Will Inherit Our Planet	[77-937,755]	Johnson & Johnson	2-17-10	50, 51 & 52	---
For toiletries, namely, body wash and skin cleansers; hair shampoo; skin care preparations, namely, body lotion.					
Respect Aquatique	[77-938,554]	L'Oréal	2-18-10	50, 51 & 52	---
Owner of U.S. Reg. No. 3,578,799. For shampoo, conditioner.					
72 Hour	[77-939,056]	Mana Products	2-18-10	50, 51 & 52	---
For cosmetics.					
Caress Sheer Twilight (Stylized)	[77-945,790]	Unilever Supply Chain	2-26-10	50, 51 & 52	---
The mark consists of the words "caress sheer twilight" in stylized form. For shower gel, personal body cleaning wash and soap.					
Caress Scarlet Blossom (Stylized)	[77-945,795]	Unilever Supply Chain	2-26-10	50, 51 & 52	---
The mark consists of the words "caress scarlet blossom" in stylized form. For shower gel, personal body cleaning wash and soap.					
Dr. Brandt Necklift	[77-951,787]	Cosmetic Dermatology	3-5-10	50, 51 & 52	---
Owner of U.S. Reg. Nos. 2,285,902, 2,959,414 and others. No claim is made to the exclusive right to use "necklift" apart from the mark as shown. The name "Dr. Brandt" identifies a living individual whose consent is of record. For skin creams, skin moisturizers and skin emollients.					
Saline Soothers	[77-954,588]	Little Busy Bodies	3-9-10	50, 51 & 52	---
No claim is made to the exclusive right to use "saline" apart from the mark as shown. For disposable nasal wipes impregnated with saline; disposable wipes impregnated with saline for personal hygiene; premoistened cosmetic wipes; scent-infused premoistened cosmetic wipes; moisturizing disposable wipes impregnated with cleansing chemicals or compounds for personal hygiene.					
The Next Generation of Tissues	[77-954,636]	Little Busy Bodies	3-9-10	50, 51 & 52	---
No claim is made to the exclusive right to use "tissues" apart from the mark as shown. For disposable nasal wipes impregnated with saline; disposable wipes impregnated with saline for personal hygiene; premoistened cosmetic wipes; scent-infused premoistened cosmetic wipes; moisturizing disposable wipes impregnated with cleansing chemicals or compounds for personal hygiene.					

Product Name	Trademark No./ [Serial No.]	Company	Filed Date [Published]	Class Nos.	First Use Date
Chromaceutical For cosmetics.	[77-956,870]	Mana Products	3-11-10	50, 51 & 52	---
Flower Market For bath soaps in liquid, solid or gel form; fragrances for personal use; nonmedicated skin care preparations.	[77-957,015]	Internatl. Design Associates	3-11-10	50, 51 & 52	3-11-2010
The Beauty Trust For cosmetics.	[77-961,949]	Mana Products	3-18-10	50, 51 & 52	---
The One Sweep For eyeshadow.	[77-962,022]	L'Oréal	3-18-10	50, 51 & 52	---
Mac Superlick Owner of U.S. Reg. Nos. 3,023,827, 3,603,684 and others. For cosmetics.	[77-962,236]	Estee Lauder Cosmetics	3-18-10	50, 51 & 52	---
Bellaboo (Stylized) & Design Owner of International Registration 0975639 dated 7-31-2008, expires 7-31-2018. The name(s), portrait(s) and/or signature(s) shown in the mark does not identify a particular living individual. For soaps, cosmetics, nonmedicated skin care and body care preparations, hair care preparations.	[79-058,189]	Launch Pad Enterprises	7-31-08	50, 51 & 52	---
Arganis (Stylized) & Design Owner of International Registration 0988125 dated 11-7-2008, expires 11-7-2018. The color(s) green and gray is/are claimed as a feature of the mark. The mark consists of the wording "arganis" in green, appearing on a stylized depiction of a tree in gray. The tree and wording are surrounded by a single-line gray square. The color white represents background, outlining, shading and/or transparent areas and is not part of the mark. The wording "arganis" has no meaning in a foreign language. For soaps for personal use; essentials oils; cosmetics; hair lotions.	[79-063,347]	Arganis Cosmetics	11-7-08	50, 51 & 52	---
Rimmel Moisture Renew Priority date of 6-4-2008 is claimed. Owner of International Registration 0989712 dated 12-3-2008, expires 12-3-2018. Owner of U.S. Reg. Nos. 2,976,346, 3,516,588 and others. No claim is made to the exclusive right to use "moisture" apart from the mark as shown. For cosmetics, namely, lipstick, mascara and eyeshadow.	[79-063,957]	Coty	12-3-08	50, 51 & 52	---
Sun Med Priority date of 8-6-2008 is claimed. Owner of International Registration 0992926 dated 2-4-2009, expires 2-4-2019. No claim is made to the exclusive right to use "sun" apart from the mark as shown. For soaps; essential oils, cosmetics, skin soaps, hair lotion.	[79-065,177]	Dalli-Werke	2-4-09	50, 51 & 52	---
Ametis (Stylized) & Design Owner of International Registration 1005588 dated 3-4-2009, expires 3-4-2019. The mark consists of the wording "amētis" appearing below a design of a circle that is totally shaded. The wording "amētis" has no meaning in a foreign language. For bleaching preparations for cosmetic purposes; soaps; perfumery; essential oils; hair lotions; dentifrices; cosmetic preparations for slimming purposes; cosmetic kits comprising foundation cream, lipstick, lip gloss, mascara; cosmetics; cosmetic creams; lotions for cosmetic use; cosmetic preparations for skin care; pomades for cosmetic use.	[79-070,050]	Ametis Cosmetic	3-4-09	50, 51 & 52	---
Beauty As Nature Intended For cosmetic preparations for body care; cosmetics; hair care preparations; nonmedicated skin care preparations.	[85-002,905]	Mana Products	3-31-10	50, 51 & 52	---

Product Name	Trademark No./ [Serial No.]	Company	Filed Date [Published]	Class Nos.	First Use Date
Frutique	[85-004,689]	American Internatl. Industries	4-1-10	50, 51 & 52	---
For anti-aging creams; beauty creams; cosmetic preparations, namely, firming creams; exfoliant creams; exfoliants for skin; eye cream; eye gels; facial cleansers; facial creams; facial masks; moisturizing creams; night cream; skin cleansers.					
24 Smooth Repair Technology	[85-019,105]	L'Oréal USA Creative	4-21-10	50, 51 & 52	---
Owner of U.S. Reg. No. 3,532,030. No claim is made to the exclusive right to use "repair technology" apart from the mark as shown. For a combination of ingredients sold as a component part of hair care preparations and hair styling preparations; hair care preparations; and hair styling preparations.					
Geo Girl	[85-021,381]	Pacific World	4-23-10	50, 51 & 52	---
For lip glosses and lip balms; eyeshadows, eyeliners, mascaras; cheek blush; artificial fingernails; nail art, namely, stickers and rhinestones; nail art pens; fingernail polishes; bath gel, fizzing balls and bubbles; body cleansers, body scrubs, body lotions; facial cleansers, facial scrubs and facial lotions; body sprays containing fragrance and body sprays containing glitter; hair shampoo and conditioner.					
Time To Put Your Face On A Maintenance Schedule	[85-026,378]	Chen, Candace	4-29-10	50, 51 & 52	4-5-2010
For aftershave lotions; anti-aging moisturizer; facial cleansers; nonmedicated facial and eye serum containing antioxidants; shaving cream; skin care products, namely, nonmedicated skin serum; sunscreen.					
Colortattoo	[85-027,019]	L'Oréal USA Creative	4-30-10	50, 51 & 52	---
For cosmetics.					
Fragmints	[85-029,054]	Global Sweet Polyols	5-3-10	50, 51 & 52	1-15-2010
For breath freshening confectionery, namely, dissolvable breath strips, breath mints, candy and gum; breath mints for use as a breath freshener.					
Marks Published For Opposition In More Than One Class					
<i>Select trademark lists have been condensed.</i>					
Everhealth	[76-695,518]	Everhealth Natural Vitamin	1-30-09	50, 51 & 52	1-1-1987
Owner of U.S. Reg. No. 3,061,485. For body lotions, body creams, hair shampoo, hair conditioner, hair gel.					
Pro-Alivio	[77-645,108]	Colgate-Palmolive	1-7-09	50, 51 & 52	---
Priority claimed under Sec. 44(d) on Peru Application No. 359924, filed 7-10-2008. Priority claimed under Sec. 44(d) on Peru Application No. 359923, filed 7-10-2008. Priority claimed under Sec. 44(d) on Peru Application No. 359922, filed 7-10-2008. The English translation of "alivio" in the mark is "relief." For nonmedicated oral care products, namely, toothpaste, mouthwash, dental rinses.					
Teddy Smith	[77-766,511]	Teddy Smith USA	6-23-09	50, 51 & 52	---
Owner of U.S. Reg. No. 3,241,283. "teddy smith" does not identify a living individual. For soaps, perfumery, essential oils, cosmetics, hair lotions; dentifrices.					
Lemon & Lime Blossom	[77-781,381]	Reckitt Benckiser	7-15-09	50, 51 & 52	---
Priority claimed under Sec. 44(d) on ERPN CMNTY TM OFC Application No. 8427171, filed 7-15-2009, Reg. No. 8427171, dated 1-27-2010, expires 7-15-2019. No claim is made to the exclusive right to use "lemon and lime" apart from the mark as shown. For shaving preparations; deodorants for personal use; dentifrices, mouthwashes.					

Product Name	Trademark No./ [Serial No.]	Company	Filed Date [Published]	Class Nos.	First Use Date
Mel-Co Handcrafted From Nature (Stylized) & Design	[77-795,931]	Melan-Inc.	8-3-09	50, 51 & 52	2-29-2008
The color(s) green, orange, purple and white is/are claimed as a feature of the mark. The mark consists of the words "mel-co" appear in green, with a green test tube representing the letter "l" in the word "mel-co," test tube is holding a flower that appears in the colors purple, white and orange, underneath the design is the wording "handcrafted from nature," which appears in the color orange. For cosmetic preparations for skin renewal; nonmedicated preparations all for the care of skin, hair and scalp.					
Mel-Co Handcrafted From Nature (Stylized) & Design	[77-796,947]	Melan-Inc.	8-4-09	50, 51 & 52	2-29-2008
The mark consists of type-written term "melco," with flower growing out of test tube. In addition, the phrase "handcrafted from nature" is below the term "mel-co." For cosmetic preparations for skin renewal; nonmedicated preparations all for the care of skin, hair and scalp.					
Fria (Stylized) & Design	[77-799,447]	Diva Internatl.	8-7-09	50, 51 & 52	---
The mark consists of the word "fria" depicted with a three-leaf flower atop the letter "i." The long stem of the flower comes down behind the word "fria" and ends at the bottom of such word, where it twines. The English translation of "fria" in the mark is "cold." For premoistened cosmetic wipes impregnated with water and perfume for personal use; premoistened cosmetic wipes for personal hygiene; premoistened cotton swabs for cosmetic purposes.					
Restoraderm	[77-805,846]	Galderma Labs	8-17-09	50, 51 & 52	---
For cosmetics and skin care preparations, namely, face, hand and body soaps, cleansers and moisturizers; hair shampoos and conditioners; sunblocks and sunscreens.					
Seed By Soy Inspirations (Stylized) & Design	[77-874,292]	Soy Basics	11-17-09	50, 51 & 52	---
No claim is made to the exclusive right to use "soy" apart from the mark as shown. The mark consists of the written word "seed," depicting a four circle design inside the lower portion of the "s"; the written word "by" followed by the words "soy inspirations" all centered on the second line. For hand soap, skin soap, body lotion; hair shampoo; massage oil; shower gel; bath beads; bath foam; bath gel; bath milks; bath oil; bath salts; body cream; body lotion; body scrub; body sprays; scented body spray; bath powder, body wash, foot cream, foot lotion, fragrant body spray, fragrant room spray, salt scrub, hair conditioner, eau de toilette, face mask, facial cleanser.					
Kaneka	[77-877,333]	Kaneka	11-20-09	50, 51 & 52	---
Owner of U.S. Reg. Nos. 3,159,574, 3,165,580 and 3,265,885. For cosmetics; toiletries, namely, soap, essential oils, hair shampoo, hair conditioner, hair rinse, bath oil, bath gel, face powder, talcum powder, body lotion, body cream, skin moisturizer, deodorants and antiperspirants; hygienic gum for oral use, namely, dentifrices.					
eo Energy Owl Enterprises (Stylized) & Design	[77-892,687]	Energy Owl Enterprises	12-14-09	50, 51 & 52	---
No claim is made to the exclusive right to use "energy" as to classes 9 and 11 and "enterprises" apart from the mark as shown. The mark consists of the letters "eoe" over a straight line with the text "energy owl enterprises" underneath the straight line. To the right of the letters and text is a picture of an owl. For cleaning agents and preparations; hand soap; liquid soap; and hand cleaning preparations.					
Solaveil Spetra	[77-916,565]	Croda Internatl.	1-21-10	50, 51 & 52	---
For cosmetic preparations and substances all containing sunscreens; suntanning and suncreening preparations; nonmedicated sunburn ointments; nonmedicated sun care products, namely, nonmedicated sun care preparations, cosmetic sun-protecting preparations, sunblock, suncreams, sunscreen and sunscreen preparations; nonmedicated preparations for the prevention and alleviation of sunburn.					

Product Name	Trademark No./ [Serial No.]	Company	Filed Date [Published]	Class Nos.	First Use Date
Quzi (Stylized) & Design	[77-916,688]	Su, Fengshun	1-21-10	50, 51 & 52	---
The color(s) green and violet is/are claimed as a feature of the mark. The mark consists of the major line in the mark is green and it is a variant of letter combination of "quzi." Inside of the green circle is a violet figure. It symbolizes the shape of a woman. The English translation of the word "quzi" in the mark is "curve" and "appearance." For (based on intent to use) aromatherapy oil; beauty creams; body creams; body oils cosmetic oils; essential oils; massage creams; massage lotions; massage oils.					
Two Grass Skirts	[77-924,805]	Two Grass Skirts	2-1-10	50, 51 & 52	---
For body lotions; skin soap.					
21 Drops	[77-925,187]	21 Drops	2-1-10	50, 51 & 52	---
For essential oils for use in aromatherapy.					
Nakedbalm	[77-925,492]	John Wilson	2-2-10	50, 51 & 52	---
For nonmedicated balms for use on skin to relieve symptoms of dermatitis.					
Waxcraft Waxing Parlor & Beauty Boutique For The Bewitching Beauty In You! (Stylized) & Design	[77-925,704]	Stranahan-Coakley, Cathy	2-2-10	50, 51 & 52	12-1-2009
No claim is made to the exclusive right to use "waxing parlor and beauty boutique" apart from the mark as shown. The mark consists of the stylized wording "waxcraft waxing parlor and beauty boutique for the bewitching beauty in you!" and the image of a girl on a waxing stick on a background of stars and a full moon. For body scrub; cosmetics; eyeshadows; lotions for cosmetic purposes; perfumes.					
Close Up	[77-925,956]	Church & Dwight	2-2-10	50, 51 & 52	2-2009
Owner of U.S. Reg. Nos. 818,419, 2,198,451 and 3,767,053. For nonmedicated mouthwash.					
Equishield	[77-926,593]	Kinetic Technologies	2-3-10	50, 51 & 52	---
For shampoo.					
Scissor Candy (Stylized) & Design	[77-927,138]	Berardi, Joseph	2-3-10	50, 51 & 52	---
The mark consists of the stylized wording "scissor candy." The letter "o" in "scissor" appears with paint splattering out. The term "candy" appears inside a rectangle design with paint splattered across the letters "a" and "n." For (based on intent to use) 3-in-1 hair conditioners; 3-in-1 hair shampoos; adhesives for affixing false hair; adhesives for false eyelashes, hair and nails; baby hair conditioner; conditioners; cosmetic hair dressing preparations; cosmetic hair regrowth inhibiting preparations; cosmetic preparations for the hair and scalp; exfoliants for hair, body; gel for hair; hair balsam; hair bleach; hair bleaches; hair bleaching preparations; hair care creams; hair care kits comprising nonmedicated hair care preparations, namely, shampoo, conditioner, gel; hair care lotions; hair care preparations; hair care preparations consisting of organic coconut virgin oil and coconut virgin oil; hair cleaning preparations; hair color; hair color removers; hair colorants; hair coloring preparations; hair colourants; hair colouring; hair colouring and dyes; hair colouring preparations; hair conditioner; hair conditioners; hair conditioners for babies; hair creams; hair curling preparations; hair decolorants; hair dressings for men; hair dressings for women; hair dye; hair dyes; hair emollients; hair fixers; hair frosts; hair gel; hair gel and hair mousse; hair gels; hair glaze; hair lacquers; hair lighteners; hair lotion; hair lotions; hair mascara; hair masks; hair mousse; hair mousses; hair nourishers; hair oils; hair piece bonding glue; hair pomades; hair products, namely, thickening control creams; hair relaxers; hair relaxing preparations; hair removing cream; hair rinses; hair rinses; hair shampoo; hair shampoos and conditioners; hair sheen spray; hair spray; hair sprays; hair sprays and hair gels; hair straightening preparations; hair styling fixative in the nature of hair wax; hair styling gel; hair styling preparations; hair styling spray; hair tonic; hair tonics; hair waving lotion; hair waving preparations; hair wax; hairwashing powder; hydrogen peroxide for use on the hair; Japanese hair fixing oil (bintsuke-abura); lotions for hair, face and body; mousse for hair; nonmedicated balms for use on hair; nonmedicated hair restoration lotions; nonmedicated hair serums; nonmedicated hair treatment preparations for cosmetic purposes; nonmedicated preparations all for the care of skin, hair and scalp; nonmedicated serums for use on hair and scalp; oil baths for hair care; oils for hair conditioning; pomades for hair; preparations for permanent hair waves; preparations for setting hair; styling clay for hair; styling foam for hair; styling paste for hair; wax for removing body hair; wax strips for removing body hair.					

Product Name	Trademark No./ [Serial No.]	Company	Filed Date [Published]	Class Nos.	First Use Date
Sterling Drug	[77-927,727]	Gold Rush Brands	2-4-10	50, 51 & 52	---
No claim is made to the exclusive right to use "drug" apart from the mark as shown. For aftershave lotions, baby oil, bath gel, bath oil, bath powder, body cream, body oil, bubble bath, cosmetics compacts, deodorant soap, eau de toilette, eye makeup, face powder, facial creams, hair care preparations, hair conditioners, hair gel, hair mousse, hair shampoo, hair styling preparations, lip gloss, lipstick, skin lotions, hair lotions, facial lotions, body lotions, hair waving lotions, makeup, mascara, nail glitter, nail polish, perfume, personal deodorants, sachets, shaving cream, shaving gel, shaving lotion, shaving preparations, shower gel, skin conditioners, skin cream, skin lotion; soaps for hands, face and body; sunscreen preparations and toothpaste.					
Own	[77-928,617]	Tugboat	2-4-10	50, 51 & 52	---
For nonmedicated skin care preparations; cosmetics; nonmedicated acne treatment preparations; sunblock; sunscreen; nonmedicated sun care preparations; sunscreen preparations; cosmetic sun-protecting preparations; sun care lotions; antiaging creams; specialized tablets and powders for delivery of plant and herb extracts for cosmetic purposes; hair care preparations; nonmedicated scalp treatment preparations.					
Fresh & Pure (Stylized)	[77-929,310]	Perrigo Florida	2-5-10	50, 51 & 52	11-9-2009
The mark consists of "fresh and pure" in a stylized font. For nonmedicated douche; nonmedicated liquid cleansing solution for external feminine hygiene; nonmedicated foaming cleansing bath solution for external feminine hygiene and cleansing; nonmedicated body wash.					
SereneCare	[77-931,064]	Serene Care Natural Medicine & Acupuncture	2-9-10	50, 51 & 52	---
For aloe vera gel for cosmetic purposes; aromatherapy body care products, namely, body lotion, shower gel, cuticle cream, shampoo, conditioner, nonmedicated lip balm, soap, body polish, body and foot scrub and nonmedicated foot cream; astringents for cosmetic purposes; bath powder; beauty creams for body care; body and beauty care cosmetics; cocoa butter for cosmetic purposes; cosmetic creams; cosmetic creams for skin care; cosmetic masks; cosmetic preparations for body care; cosmetic preparations for skin renewal; cosmetic preparations for the hair and scalp; cosmetic preparations, namely, firming creams; face creams for cosmetic use; hair care creams; hair care lotions; lotions for face and body care; lotions for skin; natural cocoa butter based personal care products, namely, body lotion, shower gel, soap, body polish, body and foot scrub and nonmedicated skin creams.					
Mommy's Bliss	[77-931,893]	Mom Enterprises	2-9-10	50, 51 & 52	---
Owner of U.S. Reg. No. 3,304,341. For nonmedicated skin care preparations; nonmedicated skin care preparations for use on nipples.					
Miscellaneous Design	[77-931,936]	Sunleaf Naturals	2-9-10	50, 51 & 52	8-2008
The mark consists of two stylized leaves which form a circle with rays around the circle. For bar soap; bath soaps; essential oils; hand soaps; lip balm; reed diffusers sold with scented oils; shaving soap; skin care preparations, namely, body balm; skin soap; soaps; soaps for body care; soaps for household use; soaps for personal use.					
Nozone	[77-932,298]	Carlino, Cristina	2-10-10	50, 51 & 52	---
For nonmedicated nasal gel and ointment for moisturizing the skin around the nose.					
LifeFX Global	[77-932,869]	Nysante	2-10-10	50, 51 & 52	---
For body lotions; cosmetic creams for skin care; face and body lotions; facial lotion; lotions for face and body care; moisturizing creams; skin moisturizer.					

Product Name	Trademark No./ [Serial No.]	Company	Filed Date [Published]	Class Nos.	First Use Date
Murad M (Stylized) & Design	[77-936,314]	Murad	2-16-10	50, 51 & 52	8-2001
Owner of U.S. Reg. Nos. 1,830,098 and 2,062,211. The mark consists of "murad" and design of "m." For nonmedicated skin care preparations, namely, creams, lotions, gels, toners, cleaners and peels.					
End Zone	[77-936,819]	Carlino, Cristina	2-16-10	50, 51 & 52	---
For nonmedicated diaper rash ointments and lotions.					
Obagi For Life	[77-959,765]	OMP	3-16-10	50, 51 & 52	---
Owner of U.S. Reg. Nos. 2,786,594, 3,410,886 and others. For nonmedicated skin care preparations.					
Ovale (Stylized) & Design	[79-011,070]	Ovale	2-10-05	50, 51 & 52	---
Owner of International Registration 0796451 dated 1-23-2003, expires 1-23-2013. The English translation of "ovale" is "oval." For soaps, namely, cleansing products for newborns, liquid soap, perfumed soap; talcum powder; moisturizing cream; perfumery; essential oils for personal use; cosmetics; hair lotions.					
Miscellaneous Design	[79-058,506]	Apotheke Docmorris Holding	10-16-07	50, 51 & 52	---
Priority date of 4-20-2007 is claimed. Owner of International Registration 0976370 dated 10-16-2007, expires 10-16-2017. The color(s) green and white is/are claimed as a feature of the mark. The mark consists of the colors green and white, with the color green appearing in the cross design element, the color white appearing as a border around the cross and the color green appearing as an outline around this border. For body and beauty care products, namely, lotions and creams; cosmetic preparations for the hair and scalp; cosmetics and cosmetic preparations; hair lotions; cosmetic goods, namely, bath and shower preparations, namely, bath and shower gels; soaps in solid and liquid form, namely, medicated soaps; perfumery; preparations for cleaning teeth.					
Fred Farrugia	[79-070,989]	Need Sarl	11-10-08	50, 51 & 52	---
Priority date of 6-9-2008 is claimed. Owner of International Registration 1007923 dated 11-10-2008, expires 11-10-2018. The name(s), portrait(s) and/or signature(s) shown in the mark identifies "Fred Farrugia," whose consent(s) to register is made of record. For cosmetic products, namely, lotions for cosmetic purposes, skin creams, skin lotions, anti-aging creams, anti-wrinkle creams, face creams, night creams, tissues impregnated with cosmetic lotions, hand lotions, beauty masks, hand creams, skin whitening creams, hair care creams, hair lotions, depilatories, depilatory wax, shaving soaps, shaving creams, aftershave lotions, suncreams, sun care lotions, suntan lotions, sunblock lotions, suntanning preparations, self-tanning preparations, cosmetic soaps, bath beads, talcum powder for toilet use, cleansing milk for toilet purposes, baby oils, baby powders, essential oils for personal use, nonmedicated bath salts, skin moisturizer, hand creams, nail care preparations, nonmedicated lip care preparations and cosmetic preparations for slimming purposes, namely, creams for cellulite reduction and lotions for cellulite reduction; makeup preparations, hair care preparations, perfumes, perfumery, accessories for the skin, namely, ornaments, transfers and stickers for face and body, all for cosmetics purposes; false eyebrows, makeup-removing preparations; makeup and nonmedicated skin care preparations for the body, skin tone, eyes, mouth, nails and cheeks; temporary tattoos.					
Gruffalo	[79-072,549]	Julia Donaldson, London & Axel Scheffler	5-26-09	50, 51 & 52	---
Priority date of 11-26-2008 is claimed. Owner of International Registration 1012287 dated 5-26-2009, expires 5-26-2019. For nonmedicated toiletries; cosmetics; nonmedicated bath preparations; shower preparations, namely, shower gel, shower creams; shower soap; shower foams; bath foam; bath oil; bath salts; bubble baths; shampoo; hair gel; hair care preparations; cotton wool for cosmetic purposes; deodorants for personal use; makeup removing preparations; mouthwashes; nail care preparations; nail varnish and polishes; preparations for cleaning the teeth; nonmedicated skin care preparations; talcum powder.					

In Brief

ImagePower Green Brands Study: According to fifth annual study from consulting and strategic PR collaboration, consumers around the world consider “reducing toxics” the most important action an environmentally responsible company can take. Opinion varies as to the second-biggest priority, with survey participants in Australia, Brazil, China and India citing water conservation, while French, German and American consumers appreciate recycled materials and British respondents want packaging reduced. “Local values like this should be kept in mind when companies are developing strategies to communicate the ‘greenness’ of their brands,” *ImagePower* authors say. Generally, respondents in most of the eight polled countries expressed increased concern about the environment, up an average of 3.5% compared with 2009. Consumers in developing countries want to see more green products on store shelves, and 30% of all respondents – more than 70% in Brazil, China and India – indicated they plan to spend more on green products next year. Online commenters observe that study does not weigh consumer intent against actual purchasing behavior. Authors do note that cost remains a significant hurdle for many consumers. In the U.S., consumers ranked *Burt’s Bees*, *Whole Foods*, *Tom’s of Maine* and *Aveeno* among top “green” brands.

Transdel. JMSR partner on anti-cellulite product: Jan Marini Skin Research has secured one-year exclusive rights to market an anti-cellulite cosmeceutical product in the U.S. based on Transdel Pharmaceuticals’ transdermal delivery technology. The San Jose, Calif., company also has obtained non-exclusive rights to promote and sell the product in dermatological markets outside the U.S. JMSR will pay Transdel royalties, according to June 17 release. Transdel’s lead drug, which has completed a Phase 3 clinical trial, employs the firm’s delivery technology to facilitate passage of a non-steroidal anti-inflammatory drug through the skin directly to underlying tissues with minimal systemic exposure. “We are very excited with the establishment of our relationship with JMSR and look forward to building on this relationship in order to potentially launch additional cosmeceutical products,” says Transdel CFA and Acting CEO John Lomoro. Last year Transdel said it was exploring the efficacy of its delivery system in cosmeceuticals for treating varicose veins, hyperpigmentation and signs of aging, as well as cellulite, which it identified as a multibillion-dollar global opportunity (“The Rose Sheet” April 6, 2009).

Revlon sponsors “Britain’s Next Top Model”: Iconic brand will provide “hot makeup looks and inspiration” for new series presented, judged and executive-produced by Revlon Global Brand Ambassador Elle Macpherson. Debuting in July, “Britain’s Next Top Model” will extend contestants the opportunity to appear in a makeup shoot for Revlon’s new Colorburst lipstick, and show’s winner will appear on Revlon store units in the U.K. in the fall as face of firm’s autumn/winter 2010 trend collection. Firm touts sponsorship as “perfect continuation of Revlon’s association with some of the most inspiring, successful and beautiful women in the world.”

ICMAD Cosmetic Innovators of the Year: Innovative products, package designs and marketing concepts were recognized at the Independent Cosmetic Manufacturers and Distributors Association’s seventh annual CITY Awards for Cosmetic Innovators of The Year, held June 17 in New York City. Winners in various categories included *Clairsonic*’s *Opal* Sonic Infusion System (personal-care products), *Purple Lab*’s Huge Lips Skinny Hips (color cosmetics) and *Suki*’s 21 Day Dermal Detox Kit (professional skin care). *Reviva*’s Essential Fatty Acid Cream was honored among mass skin care products, while *Temptu* won for website innovation.

Sustainable Henkel: Marketer of *Dial* and *Right Guard* took Walmart’s Sustainability Award for second year in a row at retailer’s vendor meeting, according to June 23 release. Henkel cited its Dial hand soap refills, which “save over 60% of the usual packaging material,” as an example of its sustainability efforts.

TRIA drops price: *TRIA* Laser Hair Removal System is more affordable with a new \$495 price tag, reflecting a \$100 drop. “As a category leader, *TRIA* Beauty is committed to providing the best products at the best price possible,” says Kevin Appelbaum, CEO of *TRIA* Beauty. “As global growth has driven costs down, we are able to pass the savings to the consumer to expand access to our products.” Pricing is a critical component in the home-use aesthetic device segment (“The Rose Sheet” March 30, 2009). The *TRIA* Laser uses a diode laser, the same technology used in professional laser hair removal systems. “It is the first and only FDA-cleared hair removal system that’s been clinically proven to deliver permanent results at-home,” according to the company, which is expanding sales of the product and the *TRIA* Skin Clarifying System (\$295) to Bloomingdales, Neiman Marcus and Bergdorf Goodman. *TRIA* products also are available at *TRIABeauty.com* and Nordstrom stores.