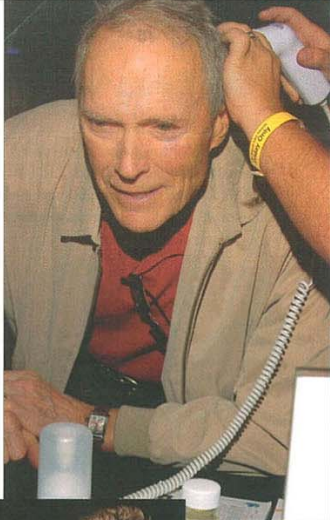


BEAUTY **launchpad**
 JULY 2005



Male Call

Oscar-winning actor and director Clint Eastwood visited the official gift lounge backstage at the Screen Actors Guild Awards in Hollywood last February where he received a hair and scalp analysis from Robbie Demos, Phyto's artistic director. Under the Phyto hair scope, hair is magnified 300 percent. The verdict: Eastwood needs to replenish lost moisture in his gray hair. Demos prescribed Phytojoba Hydrating Shampoo with aromatic essences of pure jojoba oil for Eastwood, who took a whiff before giving the scent the thumbs up. Eastwood not only took a goody bag of Phyto products home, but he also received a gift certificate for a Phyto treatment at the exclusive Fred Segal Salon in Santa Monica.



Oscar-winning director Clint Eastwood receives a hair and scalp analysis; *Sex and the City's* resident hunk, Jason Lewis, met Robbie Demos, Phyto artistic director, when he stopped by for a goody bag at the Screen Actors Guild Awards.

MALE ORDER
 Marketing to men



Service Station

Nickel Spa with locations in New York City and San Francisco helped to launch the grooming trend for men across the nation.

Now the Manhattan spa for men has expanded to include a full-service salon offering haircuts, color, highlights, glazing and conditioning services.

Customer Service

While the beauty industry is teeming with naturally formulated products for women, men have been generally overlooked. Now The Art of Shaving, the first brand to offer aromatherapy-based grooming products for men, is offering men a customized solution to their grooming and skin care needs. After a consultant identifies the consumer's skin type and shaving discomforts, he uses essential oils to custom-blend products in The 4 Elements of the Perfect Shave.

The 4 Elements of the Perfect Shave includes Pre-Shave Oil, Shaving Cream and After-Shave Balm.



What Men Want

OK, what do men want? According to Dr. John Spencer Ellis, CEO of METRO MALE, a new line of skin care and vitamins for men, they want to look and feel their best, and they're turning to quality grooming products to help them feel confident and self-aware. "Personal appearance sends a powerful message about who you are," says Ellis. "Washing your face with a bar of soap and shaving with a plastic disposable razor just doesn't cut it anymore." Metro Male's skin care formulas combine cutting-edge ingredients like Regin, which reduces the effects of UV aging by 86 percent, and UGL complex, a new proprietary material that naturally exfoliates without the skin irritation common in many other alpha hydroxy-based products on the market. The line also includes Metro Clean Shave, a glycerin-based shaving product, and a line of vitamins in pre- and post-workout formulas. "Metro Male is ideal for baby boomers endeavoring to keep their youthful looks, as well as image-conscious younger Gen Xers wishing to increase their appeal to potential partners," says Ellis, whose background and expertise helped in developing the line. He holds bachelor's degrees in business and health science, as well as a master's and a doctorate in education.



Metro Male includes Clean Shave, Daily Essential Cleanser, Daily Essential Moisturizer and Anti-Aging Eye Cream.



Forever Young

We've discovered a new skin care line from Switzerland called Alchimie Forever that includes several products for men. ND:YAG is an antioxidant defense gel with green tea, rosemary, tumeric and tomato. There are also two age-defying serums worth checking out: DIODE 1 with rosemary and DIODE 2 with green tea.

To order, see Directory.

