

PRESTIGE SKIN CARE

CARE BY STELLA MCCARTNEY

Designer queen of green Stella McCartney made eco clothing chic, proving that luxury could cohabitate comfortably with being socially conscious. The designer, who eschews meat and leather, opted for the same route with her entry into skin care. Called Care and created by McCartney's licensee YSL Beauté, the line marked the first time a luxury fashion label launched an organic skin care range. But don't think of it as just a fad. "We've been in development for three years; we're not jumping on a trend," said McCartney, who grew up on an organic farm and is a longtime campaigner for animal rights. "I'm doing this for genuine reasons." The nine-item line, which was launched last spring exclusively at Sephora, is priced from \$35 to \$80. The products focus on preventing the signs of aging, rather than repairing them. And though prices may not be entirely down to earth (it is a luxury line, after all), the ethos is: All items in Care, which carries the French Ecocert organic certification label, forgo the use of animal testing, endangered plant species, petrochemicals, silicones, chemical preservatives and animal-derived ingredients. —MATTHEW W. EVANS

PRESTIGE HAIR

AVEDA MEN

With its new men's hair care brand, launched in July, Aveda believes that it has identified an opportunity that could triple the amount of men using its hair care products and services, said brand president Dominique Conseil. The idea: a line that addresses the physiological differences between men's and women's bodies. For example, men's scalps are thicker than women's and produce twice as much oil, according to the company. Seven products, ranging in price from \$18 to \$25, were produced to tackle such concerns. All are scented with a citrus, spearmint, lavender and vetiver aroma designed to work in tandem with the products' phytoactive blend. As well, Aveda worked with clinical aromaologist Pierre Franchomme to create botanical blends that also offer active ingredient benefits. Among the ingredients used: boswellia, licorice root, sage extract and plai and tamanu oils, all of which are sustainably sourced. And the rewards for Aveda's labors are expected to be considerable. Said Heidi Norman, executive director of marketing, styling and men's products: "We believe men's products and services could grow to a \$230 million opportunity for Aveda." —JULIE NAUGHTON

