

# WWD BEAUTY BIZ

A Fairchild Publication

**the retail issue**

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Merchandising  
Strategy  
Is Suddenly  
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New Respect**

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Morgen Schick, one of HSN's  
budding beauty entrepreneurs.

# PEOPLE, PLACES AND LIPSTICKS

**SONYA DAKAR'S BEVERLY HILLS BEAUTY ROOST, SKIN CARE PRODUCTS WITH AN EXTRA BOOST AND MORE.**

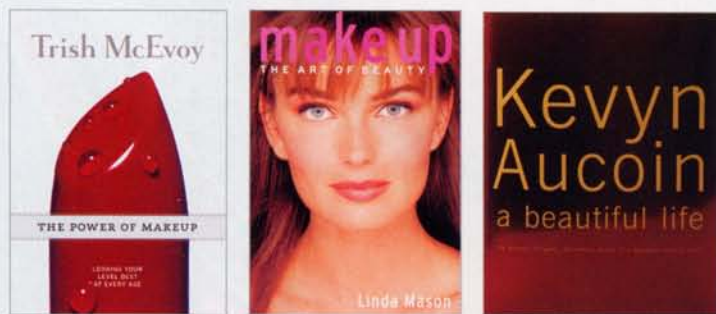
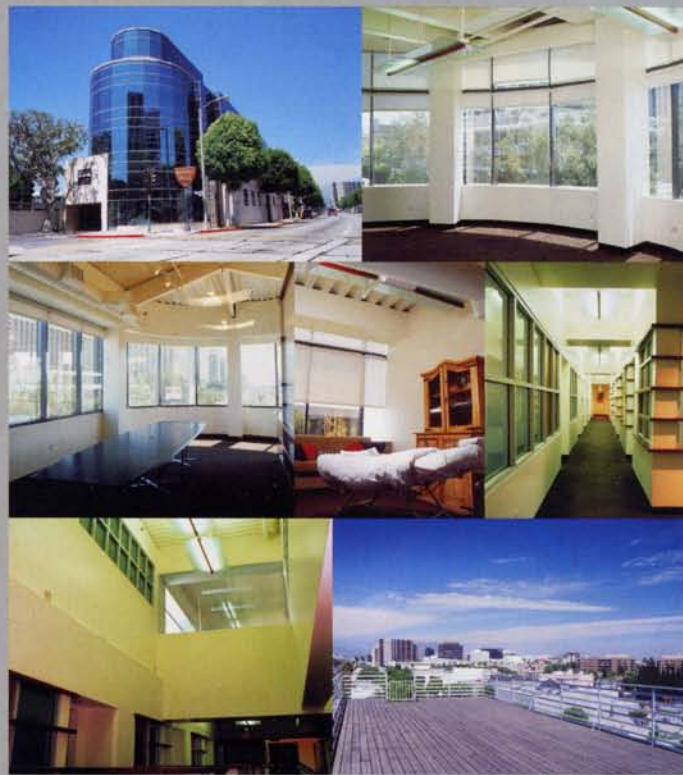


**DARE TO DERM:** Two former beauty execs are putting a new spin on the derm brand boom with Prescribed Solutions, a customizable skin care line. Each of the line's 12 products, such as cleansers and anti-aging serums, can be tailored to an individual patient's needs with one of six boosters. "One patient might need a firming booster in her cleanser; another might need a hydration booster," says David May, co-founder of the line and a former Estée Lauder vice president. The doctor checks off what's needed on a prescription pad-style order form and an assistant fills

the order in the office. Prices range from \$25 for the Antioxidant Facial Cleanser to \$95 for an anti-aging serum. Thus far, the line is available only in the office of New York dermatologist Dr. Doris Day, but May and his business partner Aurelian Lis, an Elizabeth Arden alum, hope to expand into the tri-state area, Florida and Texas within the year. The duo also hopes to go beyond the confines of dermatologist's offices and expand into other medical fields—they're currently developing a stretch mark product for use in OB/GYN offices.

**DAKAR GOES 90210:** Hollywood skin care maven Sonya Dakar has finally abandoned her 15-year-old, 1,000-square-foot day spa in Hollywood for the big-time: an \$8 million, 12,000-square-foot smoked glass compound in Beverly Hills called the Health Farm, located in the former Arista Records HQ. Dakar plans to expand beyond facials into head-to-toe wellness, and expects the complex to bring in \$10 million annually. For now, she sees clients like Cameron Diaz and Debra Messing on the second floor of the five-story space, but eventually operations will take up three

levels and a roof deck with a 360-degree view. By November, the Health Farm will include spaces for total body care, cosmetic and dental laser procedures, podiatrist-supervised pedicures, acupuncture, yoga, pilates and a vegan cafe. "We're not going to have makeup and massages. This is about beauty from the inside out. When you have beautiful skin, what else do you need?" asks the outspoken Dakar. A lot of products, apparently. In December, she'll roll out a nine-item body care line and an 11-item vitamin line in addition to her cult-favorite products like Drying Potion.



**BOOKISH BEAUTY:** Forget former assistant tell-alls. This fall, makeup artist tomes are the hot new genre. Linda Mason, who first garnered recognition with her Degas-inspired "freestyle" looks, debuted her first book, *Makeup: The Art of Beauty*, in August. Following hot on her heels this month is *Harper's Bazaar* beauty director Kerry Diamond, with *Kevyn Aucoin: A Beautiful Life*, the first published work since the celebrated makeup artist's untimely death. Makeup artist Trish McEvoy's *The Power of Makeup: Looking Your Level Best at Every Age* rounds out the pack in November. No small feat, each book manages to bring something different to the coffee table. Mason's, a professional makeup artist tutorial and consumer how-to wrapped into one, takes the reader from her early days training in Paris to advice on applying eye shadow. "Makeup doesn't have to be a complicated thing," says Mason. "One shouldn't be afraid of using makeup as a tool of self expression, a way of using your creativity." Diamond's tribute to one of beauty's brightest stars follows Aucoin's life from his awkward start as an artistic young boy to the talented transformer he is remembered as today. Much like her handy makeup planners, McEvoy's offering is a lesson in organization, categorizing women by levels of one through three. "A level one person is not going to use more than one product per feature," explains McEvoy, "while a level three will use a primer, a curling mascara and a volumizing mascara just on her lashes. It's about zeroing in on who you are to take the confusion out of the process."

PHOTOGRAPHS BY RICHARD METZLER AND GEORGE CHINSEE