

MASS **COLOR COSMETICS**

SALLY HANSEN **NATURAL BEAUTY INSPIRED BY CARMINDY**

Mass market makeup brands long have tapped high-profile beauties to tout their lines, but only one company has Carmindy, the seemingly tireless and radiantly positive celebrity makeup artist best known for her role on TLC's *What Not to Wear*. Sally Hansen, now owned by Coty Inc., tapped the stunner to codevelop its natural and 100 percent paraben-free cosmetics line, called Natural Beauty Inspired by Carmindy. The line consists of 140 stockkeeping units formulated with minerals, natural extracts and active botanicals, including soy, bamboo, papaya and mango. To introduce the line, Carmindy embarked on a five-city tour last summer, making stops in New York City, Chicago, Los Angeles, Dallas and Miami, where she gave makeovers and plenty of tips (for instance, when applying blush, Carmindy uses a big powder brush to impart a natural flush effect). Her fans waited in long lines for a chance to sit in her makeup chair and snap a photo or have Carmindy sign T-shirts or a copy of her latest book, *Get Positively Beautiful*. During a recent appearance in a San Antonio HEB Plus store, Carmindy spent four hours giving shoppers makeovers, while her how-to video played on flat-screen TVs throughout the store. Her focus on accentuating the positive plays well with consumers and, apparently, retailers. Natural Beauty is sold in about 5,000 doors, including CVS Pharmacy, Ulta and Duane Reade. —M.P.

