

H&BC

WHAT'S HOT • WHAT'S NEW • WHAT'S HAPPENING

Outlook rosy for fragrance

Fragrance buyers can expect a rebound of fragrance sales in 1998.

Category managers for several large mass market chains report that sales have been steadily improving since Christmas, and most are optimistic about the future, given the number of new and well-supported launches in fragrances this year.

The outlook for the year is also rosy because two leading fragrance manufacturers, New York-based Coty and Darien, Conn.-based Parfums de Coeur, have introduced new types of fragrances: aromatherapy and lightly fragranced bath and body products.

The strongest growth in the category is coming from these types of products, and Coty and Parfums are expanding deeper into "nontraditional" fragrances with line extensions for Coty's Healing Garden and Body Mists and new initiatives for Parfums' Body Fantasies.

Growth is also expected to come from some of the stronger traditional brands that are being supported with advertising dollars in 1998.

At presstime, the women's fragrance category was up in unit sales for the 52 weeks ended March 22, according to Chicago-based Information Resources Inc. Dollar sales were flat, down 0.1% to \$673.1 million.

The best results were recorded by discounters, where unit sales of women's fragrances were up 12.8% and dollar sales were up 2.9%. In drugstores, unit sales of women's fragrances for the 52 weeks were off by 3.3%, while dollar sales were down by 3.7%.

Earlier this spring, Coty introduced Coty ExClaMaTion Noir, its second line extension for ExClaMaTion. Noir is designed to expand the base of ExClaMaTion users by appealing to a slightly older, more sophisticated woman. In addition to a moderate pricing strategy, Coty is spending \$6 million this year to support the program.

This fall, Coty will launch Dark Vanilla, a flanker brand for Vanilla Fields, currently the No. 1 traditional women's fragrance, with a dollar market share of 3.5%.

Dark Vanilla is the first vanilla fragrance made for nighttime wear. Coty will support the launch with a \$4 million campaign, most of it invested in major print ads.

Coty is also introducing Aspen Sensation, its second flanker brand for Aspen. It is positioned as a "mood-enhancing" fragrance. The are three scents in the collection: one to stimulate the senses; one to invigorate; and one to uplift the spirits.

Coty will support Aspen Sensation with a \$5 million to \$7 million print and TV campaign.

Perhaps the most unusual Coty launch this year is Water Dance Aqua Spray Cologne and Water Dance Aqua Silk Body Lotions.

The Water Dance collection, which will be hitting retail shelves this month, is Coty's first water-based fragrance. There are three flavors in the collection: Tropical Springs, Sunlit Falls and Pure Petal Musk.

To help make the brand stand

out, Coty is using a color palette of

various colors: turquoise blue, lilac and deep green. Cloud Dance, from Chicago-based Fragrance Corp. of America, has also been manufactured and packaged to appeal to the visual and olfactory senses. On the shelf, the see-through bottle displays two distinct colors; but before the fragrance is used, the bottle is given a quick shake and the oils blend.

For Body Mists, Coty is extending its line into a complete bath shop collection of fragranced bath and body products, complete with a colorful boutique-style fixture that can go in-line or on an end-cap. Coty has also created color-coded shelves to make scent selection easier. There are three new fragrances in the collection: After The Rain, Hawaiian Awapuhi and Lush Lilac. Coty continues to support Body Mists with print ads using the theme: "Next stop exhilaration."

Coty is also line-extending The Healing Garden into what could become another new category segment: therapeutic fragrances. This fall, two new collections will be added to The Healing Garden family: Cold Comfortotherapy, five products formulated with essential oil of eucalyptus, and Mintherapy, five mint-flavored products for the feet.

Roses & More, a spring launch from Intercosmetics, may also help to drive sales in the women's category. A \$3 million print and TV campaign is supporting this program, the latest fragrance by actress Priscilla Presley.

Revlon, whose Charlie remains a top seller, is moving into the nontraditional, lightly fragranced bath and body segment with the launch this fall of Body Kisses, a collection of Body Misting Sprays.

Lakewood, Ohio-based Bonne Bell is introducing a scent for the youth market, Bottled Emotions, a light fragrance that comes in 10 flavors, each matched to an "emotion" or mood.

In the men's segment, which accounts for 42% of all mass market fragrance sales, the picture is a little less positive. According to IRI, the men's fragrance category was down 5.9% in units for the 52 weeks ended March 22, while dollar sales were down 2.2%.

Dollar sales of men's fragrances were down 2.2% at discount stores, while unit sales were down 5.7%.

In one of the major initiatives for the year, Coty this September will introduce Stetson Country, a flanker brand for Coty's Stetson.

Stetson Country is targeted to younger, active men age 18 to 34. Coty is supporting the launch with print ads that will break in October and run until the end of the year. Stetson Country will also be on television in 15- and 30-sec. spots that will break in October and air through December.

Last month, Coty introduced Jovan Ginseng NRG-izing, a new addition to its Jovan men's fragrance collection. Jovan Ginseng NRG-izing is the sixth scent in the Jovan men's fragrance stable. NRG is targeted to younger men and will be supported with a national print campaign.

Intercosmetics, through its Wella Fragrances & Cosmetics Group, will introduce Challenge, a new men's fragrance that, through a licensing agreement, incorporates the image of the Puma cat on its bottle and package. It will be on shelf in September, supported with print and TV ads.

In addition, the New York-based Dana division of Renaissance Cosmetics has relaunched British



What's hot

supply chain, says the company's 1998 sales will drop 10% from 1997. The company's 1998 sales will drop 10% from 1997. The company's 1998 sales will drop 10% from 1997.

Beauty news - Coty may be looking at more changes in name and brand extensions with a new "beauty care" line that would allow shoppers to find products including body care. The company is expected to consider to work on the tax deductions for health insurance that may go to their employees.

A recent recall of makeup sets in the six June 2 at the 20th Annual F&S Awards presented by The Fragrance Foundation. For this year's categories, Best by Date Perfume, was named U.S. Women's Fragrance Star of the Year, and Avon, by Coty Inc, was named U.S. Men's Fragrance Star of the Year. June, by Avon Products, was named Women's Packaging of the Year, and Gold by L'Oréal, from French Fragrances, was named Men's Packaging of the Year.

Black Cosmetic Research Labs, marketers of Black Opal Skin Care and Color Cosmetics, announced the signing of professional women's basketball player Kym Hampton as the official spokeswoman for the Black Opal line.

Versar moves - Max Factor has formed an alliance with Paramount Pictures to cross-promote its cosmetics line with the blockbuster movie "Titanic." The brand's Tina Earnshaw Fall 1998 Color Collection will feature shades inspired by the film. The line will include six new shades for lips and three for nails. The collection is named for makeup artist Earnshaw, who received a 1998 Oscar nomination for her makeup work on "Titanic."

Executive news - Maybelline has appointed Laura Cicchelli assistant vice president of marketing with supervision over initiatives in the lip, nail, shadow, liner and implement categories. Cicchelli joined Maybelline in 1997.

What's hot Impotency drugs

Of the \$96 million Viagra captured in sales for its first month on the market (March), 96% went through mass retail channels, which includes chain, independent and food store pharmacies, according to IMS Health, a health care information company that tracks drug sales. Chain retail stores accounted for \$45 million of total sales.

Viagra has been selling for about \$10 per pill, or \$50 for five tablets. Kmart has advertised its price of \$39.99 for a five-tablet prescription, and Wal-Mart is selling Viagra at an unadvertised price of \$38.98. Duane Reade is charging \$10 per pill, and CVS is offering the drug at an average of \$9.58 per pill for a five-pill bottle.

Viagra does not work for approximately one-third of impotent men. Alternative drugs such as Vasomax and Icos' IC351 could potentially offer fewer side effects, but the drugs have not yet been approved by the FDA. If approved, Vasomax could be

