

Extracts Traffic Soars With Show Trio

Extracts boosted its profile this month, as it ran concurrently with the New York International Gift Fair, New York Home Textiles Show and New York's Newest. By running in tandem with the other shows at the Metropolitan Pavilion, officials said traffic increased among all three to nearly 6,000 visitors.

"There's a good synergy between New York's Newest and the Textiles Show for the Extracts buyer, and since there are more companies in the building, there's more reason for gift buyers to attend the show," said show manager Rita Malek. "Buyers understand the importance of visiting Extracts, a targeted area of the New York International Gift Fair, where they can see the most innovative personal care beauty lines."

More than 200 exhibitors were on display at the three shows, which kicked off Sunday. With the arrival of New York's Newest from the Piers, Extracts was moved to the fourth and fifth floors of the Metropolitan Pavilion.

"In order to accommodate New York's Newest, we needed to maximize the building's space since we added 100 more companies," said Malek.

At Extracts' Best Products contest, winners were selected in six categories. Of the 65 products submitted, Sexy Beast Style won both the Best of Show and Cosmetic & Fragrance; Kingsbridge Crossing took home the Bath & Body award; Microplane Personal Care placed first for Beauty Accessory; Savannah Bee came out on top in the Natural/Organic category, and The Balm took home the Packaging award.

Some brands stood out from the others on display, including Seboni Cornish Spa Essentials, Intelligent Skin Sense, The Pink Room and Sohum.

Seboni Cornish Spa Essentials, a bath-and-body care line inspired by England's Cornwall coast, has four fragrances — Fistral Sea, Citrus Grass, Ladock Woods and Heligan Haze — which are blended from essential oils and botanically based ingredients to provide aromatherapeutic benefits. While Citrus Grass is said to revive, detoxify and refresh the mind and body, Heligan Haze claims to promote clarity of mind and alertness and to counteract emotional tension. Free from parabens and lanolins, Seboni, which is translated to "lathering soap," from Cornish, offers a bath and shower gel, body lotion, face mask, body scrub, body polish, massage oil, natural lip balm and bath salts. The line is currently sold in about 20 high-end boutiques and spas in the U.K. and about four doors in the U.S., including The Spa at the Mandarin Oriental. The company wants to expand Seboni's distribution in the U.S. into high-end specialty retailers and spas.



Select Seboni products.



The Pink Room's items.

The Pink Room, designed by Sarah Barton-King, is expanding on its single eau de parfum fragrance, Pink Room Parfum No. 1, and is creating a bath and body collection around the scent. Created by perfumer Guy Robert, the fragrance contains notes including jasmine, lily of the valley, violet, vanilla, moss and musk. Packaged in rocco pink and gold with a nod to Marie Antoinette and tied with a matching ribbon, products include a roller ball perfume, soap, candle, body cream, body dusting powder and powder brush. Barton-King also has plans for a mother-and-child fragrance, inspired by the scent of freshly washed clothing, and hand-painted lingerie.

Currently the line is sold in about 15 boutiques and at luckyscents.com. However, Barton-King hopes to expand to high-end specialty stores by yearend.

Intelligent Skin Sense H202, a new skin line by former aesthetician and spa owner Marlene Katz, addresses aging. The line is designed to promote collagen, enhance cellular respiration and replenish skin through the use of "bio-effective" peptides and multifunctional botanical complexes. "We're taking natural holistic ingredients and fueling it with scientific technology," said Katz. "As you age, the skin loses its water content, but these products are designed to put water back into the skin." With eight skin care items including Saturation Hydrating Mist, Bare It Moisture Sealant and Chain Reaction Protein Enhanced Moisturizer, Katz is looking to address the needs of women 30 and older who are experiencing hormonal changes.

Katz is looking to distribute the line in specialty stores, boutiques and high-end spas.

Sohum, a four-year-old Australian cosmetics company, is marching Parade into the U.S. this spring. Inspired by traditional flower store scents, Parade features a candle, perfume, body cream, solid perfume balm and body gloss. "Instead of old-fashioned florals like roses and violets, we've chosen modern floral scents like Cotton Flower and Tahitian Gardenia," said Jenny Alex, Sohum's co-founder. "Unlike our other scents, we're keeping it clean and simple instead of blending it."

All products are available in eight different scents ranging from Limequat and Pink Champagne to Cotton Flower and Cotton Candy. Parade will be available in more than 50 boutiques in the U.S. and will be launching in Fred Segal this spring. The company also is expanding its freestanding boutiques in Australia and has plans to open five more by yearend, bringing Sohum to a total of eight stand-alone stores.

— Michelle Edgar