

## Pacific World buys W.E. Bassett, solidifies portfolio

LAKE FOREST, Calif. — Pacific World Corp.'s acquisition of W.E. Bassett Co. earlier this month has created one of the industry's largest suppliers of nail care products.

"The transaction represents a merger of two strong global cosmetic accessory companies," Pacific World president and chief executive officer Joe Fracassi says.

"Pacific World has further solidified its portfolio of nail care solutions to enhance the shopping experience and provide a one-stop shop for consumers through the Fing'rs, Nailene, and Trim Brands," he says.

Besides the benefits for consumers, Pacific World executives say the deal will help retailers in their efforts to maximize the potential of nail care.

"Retailers can expect us to play a bigger role in providing them with insights and research," executive vice president Joel Carden says. "We can now offer them a more total solution to the category."

Executives at Pacific World and W.E. Bassett say the deal comes at a time when nail care is flourishing. Despite the ongoing recession, they note, nail care sales have remained strong.

In fact, the companies say,

market research shows that the nail care category grew 16.1% between 2010 and 2011, and the current economic climate is expected to sustain that growth as more women opt for at-home retail products rather than salon treatments.

The combination of Pacific World's line and W.E. Bassett's product portfolio are well positioned to capitalize on the new trend of at home nail care indulgences, the executives say.

New products will only help raise the company's profile in this area. For instance, next

year Pacific World will launch SensatioNail, one of the first at-home gel manicure systems on the market.

W.E. Bassett executives say becoming part of the growing Pacific World group of brands will help drive sales of its line.

"Utilizing Pacific World's strengths and position in the industry, our brands now have the opportunity to grow more rapidly by ultimately reaching more consumers," W.E. Bassett president Craig Finney says. "We are excited to see two companies come together to

create an unmatched nail care leader and better serve retailers for category growth."

Executives at Pacific World say the deal with Bassett is the latest step in their plans to grow the company through a mixture of organic efforts and strategic acquisitions.

The merger with W.E. Bassett is the fourth deal designed to broaden Pacific World's global scope.

In June the company acquired Fing'rs Europe, the leader in artificial nails, and it now owns and distributes the Fing'rs

brand globally after having acquired Fing'rs domestic franchise in 2005.

In 2010 Pacific World's acquisition of Woodward Laboratories broadened its reach and opened the door to the niche market of specialty foot care products.

The funding for the acquisition of W.E. Bassett came from the Los Angeles-based private equity fund Levine Leichtman Capital Partners IV L.P. The fund has more than \$129.4 million invested in Pacific World, making it the largest holding in its portfolio.

## Women asked to 'stop faking it'

NEW YORK — Marketers at L'Oréal Paris are adamant that no woman should ever have to "fake it."

In celebration of its recently launched Voluminous False Fiber Lashes mascara, the company has kicked off a nationwide digital campaign that challenges women to "stop faking it and to start getting real."

As part of the effort, consumers who visit L'Oréal Paris' Facebook page can enter a daily contest for the chance to win a free full-size Voluminous False Fiber Lashes mascara.

In addition, those who log on to L'Oréal Paris' Facebook page can learn about the product's fiber technology, watch a featured tutorial video with L'Oréal Paris consulting makeup artist Collier Strong and read consumer reviews of the new item.

Voluminous False Fiber Lashes mascara is described as a breakthrough product that delivers structured volume and length with one stroke.

Marketers say the new eye cosmetic reinvents the false eyelash look, making it possible to achieve the clean impact of pro-

fessionally applied false lashes.

They explain that a combination of super-fine nylon and rayon fibers adhere to natural lashes, enveloping them from root to tip, thanks to an exclusive polymer in the formula.

Meanwhile, an architectural precision brush with a 40-degree angle and reverse twist bristles ensures optimal application, making lashes appear fuller, longer, curled and sculpted.

The formula is available in five shades: black, blackest black, black brown, waterproof black and waterproof blackest black.



L'Oréal Paris' new mascara.

## Health Enterprises lines get APMA seal

NORTH ATTLEBORO, Mass. — The American Podiatric Medical Association (APMA) has given Health Enterprises Inc.'s TheraTOES and TheraPED products its Seal of Acceptance.

To qualify for the seal — which was created to inform podiatrists and consumers about items whose quality, safety and effectiveness promote good foot health — Health Enterprises' products were evaluated by

a committee of APMA's member podiatrists. The committee then sent its recommendations to the APMA board of trustees for the final OK.

"Receiving the APMA Seal of Acceptance is a tremendous honor for Health Enterprises," president Brendan Leonard says. "We look forward to the addition of the seal into our packaging and communication vehicles to help educate

consumers on the therapeutic benefits of these two innovative products."

TheraTOES and TheraPED feature a zebra print with targeted hot/cold gel to help refresh and revitalize cramped, achy feet and toes.

The TheraPED also includes spacers to help stretch and gently realign toes.

Research by the APMA has shown that 87% of women re-

port foot pain or problems as a result of footwear and 39% of women report wearing high heels every day despite the fact that 75% report shoe-related foot pain.

"The TheraTOES and TheraPED products have been carefully assessed and found to safely and effectively treat foot pain using hot and cold therapies when used as directed," APMA president Dr. Michael King says.



Health Enterprises' TheraPED.

## Dream Water extends distribution to CVS/pharmacy

MIAMI — Less than two years after its launch at retail Dream Products LLC's Dream Water has become part of the mix in more than 20,000 stores across the country.

The latest addition to the company's growing distribution is CVS/pharmacy, which will begin offering Dream Water in the sleep aids section of its stores.

"This is an exciting time for the Dream Water brand," partner and chief brand officer Adam Platzner says. "Less than two years ago a liquid sleep enhancer didn't exist. Today you can walk into your local Walgreens, CVS or Walmart store — among many others — and find Dream Water there."

He says the rapid growth of the brand is evidence of its ef-

fectiveness and shows the consumer's willingness to embrace a unique product for sleep aid.

"This growth speaks to both the quality of our product and the need for Dream Water in the marketplace," Platzner says. "Over 70 million Americans can't sleep, and they con-

tinue to look for innovative solutions to help them find a better night's rest or a more restful travel experience."

Dream Water is the first water that helps people relax and fall asleep. Marketers point out that the product's formula is all-natural and includes a proprietary

blend of gamma-aminobutyric acid (GABA) to help the user relax; melatonin to induce sleep; and 5-HTP tryptophan to improve the quality of sleep.

Offered in 2.5-ounce bottles, Dream Water meets Transportation Safety Administration guidelines, letting users take it

through airport security gates.

The product is offered in two flavors: Snoozeberry and Lullaby Lemon.

"Dream Water is truly resonating with consumers who are looking for new solutions to help find a better sleep," Platzner says.

## Michaelson becomes chief exec at Kiss My Face

GARDINER, N.Y. — Kiss My Face has named former Supervalu Inc. and Wegmans Food Markets Inc. executive Steve Michaelson chief executive officer.

Michaelson says he became a fan of the Kiss My Face brand in the 1990s while at Wegmans

when he spearheaded the chain's creation of its Nature's Marketplace, the supermarket industry's first natural food and personal care store within a store.

In addition to stints as executive vice president at Wegmans and chief marketing officer and

senior vice president of own brands at Supervalu, Michaelson has been senior vice president of marketing and merchandising at Weis Markets Inc. and CEO of the Internet retailer FreshDirect.

He also has extensive experience in brand and product man-

agement with such companies as Sara Lee Corp. and Procter & Gamble Co.

All told, Michaelson has more than 25 years of experience in the world of consumer goods.

"Kiss My Face is a great brand, with an outstanding line of natural products," he says.