

Rover's Spot at Retail



Despite economic pitfalls, pet owners lavished more than twice as many treats on their furry friends last year than in 2001, according to a national survey from Unity Marketing, Stevens, PA, which studies all facets of the luxury market.

Always poised to pounce, the professional beauty industry already has a foot or two in the door. OPI Products Pawlish Nail Polish for Pets offers safe, fast-drying one-coat color in six shades that include Poodle Pink, Fire Hydrant Red, Doghouse Blues and Yuppy Puppy—a shiny silver for spoiled pets. It's Dog Gone! Pawlish Remover and Paw Pads provide for quick polish changes. For information call 800/341-9999 or visit www.opi.com.

Set-N-Me-Free Healthy Aloe Vera Skin Care offers a four-product line for pet care that includes a shampoo, lotion and gel formulated to help ward off, control and ease irritations from fleas and other insects, while alleviating the ouch from wounds, hot spots, gum disease and ear mites, plus a liquid beverage that claims to aid in digestion, bladder control and sleep habits, while decreasing joint pain and doggie odor. For information call 503/666-9661, visit www.set-n-me-free.com or circle 173 on the Reader Service Card.

A Violent Pattern

October is National Domestic Violence Awareness Month. To that end, CUT IT OUT, a program of the Salons Against Domestic Abuse Fund, has released the following statistics in hopes of bringing to light the far-reaching impact of this tragic pattern in American society:

- 31% of women report being physically or sexually abused by a husband or boyfriend at some point in their lives (1998 Commonwealth Fund survey).
- In 1999, 1,218 women were murdered by their husbands or boyfriends (U.S. Department of Justice).
- Four women in the United States are murdered each day by an intimate male partner, according to the Bureau of Justice Statistics, and 42% of women murdered in the U.S. were killed by an intimate male partner.
- A woman is battered by an intimate partner every 15 seconds in the United States (*National Violence Against Women Survey*, 1998).
- Battering is the No. 1 cause of injury to women in the United States, accounting for 35% of visits by



women to emergency rooms annually (*Violence Against Women*, May 2000).

- The National Crime Survey estimates that 175,000 days of paid work per year are missed due to domestic violence, costing up to \$5 billion annually.
 - Domestic abuse affects the whole family: 80% of violent juvenile offenders and adult prisoners come from homes where domestic violence occurred.
 - 63% of boys aged 11 to 20 who commit homicide murder the men who were abusing their mothers.
 - Every five years, domestic violence kills as many women as the total number of Americans who died in the Vietnam War.
- Salons Against Domestic Abuse wants to put an end to turning the other cheek on what it calls the "Silent Epidemic." For information on how to raise awareness among your staff and clientele, log onto www.cutitout.com. The program is sponsored by the National Cosmetology Association, Clairol Professional and *Southern Living at Home*.



Lavender Line

The Napa Valley Lavender Company offers a full line of spa products made with homegrown lavender from its fields in Napa Valley, California. The line includes hand-painted pillows, relaxing eye pillows, sugar body scrubs, lotions, mists and more, all designed to bring relaxation and tranquility to professional spa treatments—and to help clients recreate the spa experience at home. For more information visit www.napa-lavender.com.

Let Them Shine

Slick Lips from Keyano Aromatics lets clients add tremendous shine to their lips with an antioxidant punch of vitamins E and C. The spearmint gloss glides easily over any lip color; a retail display comes with a tester and 12 Slick Lips. For more information call 800/800-0313 or circle 174 on the Reader Service Card.



Mix & Match Masks

Hormeta Biotechnical Repair Facial Mask System provides you with the versatility to treat a wide variety of skin types and conditions in a cost effective, yet targeted manner. You simply select the appropriate combination of base, actives and nutritives to create a completely customized mask for your client's skincare needs.

All products in the line are the result of the Swiss company's research in cell regeneration and the use of trace elements in skin care. For more information call 888/435-5022, e-mail info@hormetausa.com or circle 175 on the Reader Service Card.

Equal Coverage

The Phytobiodermie Antiwrinkle & Outdoor Cream for the face and neck offers sun protection benefits equivalent to the U.S. FDA rating of SPF 30, and carries with it additional ingredients to help combat wrinkles.

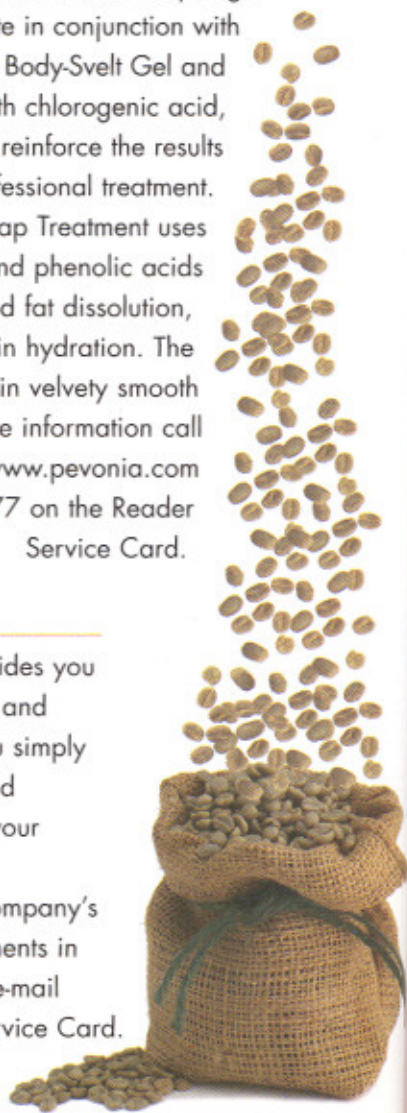
The ultrarich cream is formulated with titanium dioxide, iron oxide, shea butter, aloe, lavender, peppermint, ylang ylang and cypress. For more information call 888/715-8008 or circle 176 on the Reader Service Card.



Body Jolt

The Body-Svelt Green Coffee Body Wrap Treatment from Pevonia Botanica helps fight the battle against cellulite in conjunction with the company's new Body-Svelt Gel and Body-Svelt Cream with chlorogenic acid, which helps boost and reinforce the results achieved by the professional treatment.

The Body Wrap Treatment uses chlorogenic, caffeic and phenolic acids to stimulate lipolysis and fat dissolution, while aiding in skin hydration. The treatment leaves the skin velvety smooth and radiant. For more information call 800/PEVONIA, visit www.pevonia.com or circle 177 on the Reader Service Card.



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Fresh Eyes

The Eye Refreshing Collection from Christina Professional Skincare is a four-product line dedicated to nourishing, repairing and freshening delicate eye-area skin. Included are a soothing gel with vitamin K to tone, brighten and stimulate the orbital contour; and a creamy multi-vitamin mask to use as a reparative and preventive antioxidant treatment. For more information call 650/321-3915 or circle 178 on the Reader Service Card.



Got Silk?

The Spa Sensation Cooling Silk Pack from Biodroga contains silk protein to restore suppleness to dry, sensitive skin. The gel pack professional body treatment also includes proprietary ingredients such as Repair Complex and Sepicalm VG to help activate the skin's repair process and enhance its moisture level. Aloe vera, allantoin, and lotus extract soothe, while panthenol helps condition skin. For more information call 800/972-5016, visit www.biodroga.de or circle 179 on the Reader Service Card.

Removal Ritual

Aveda Pure Comfort Eye Makeup Remover can be transformed into a relaxing, sensory spa experience when introduced with a quick healing massage, says Krista Kiley, Aveda global spa educator. To round out the service, she suggests following it with the company's Tourmaline Charged Eye Creme or Pure Vital Moisture Eye Creme.

Also a great retail item, the water-based, oil-free remover is formulated with organic extracts of euphrasia, cucumber and chamomile, which have been used by herbalists for centuries to soothe and quiet skin.

Ophthalmologist-tested, it's gentle enough for all skin types and safe for contact lens wearers. For more information call 800/328-0849, visit www.aveda.com or circle 180 on the Reader Service Card.



Paraffin for Purity

The Detoxifying Paraffin Success Kit from Universal Companies contains enough product for more than 20 full-body paraffin treatments, plus marketing materials to promote the detoxifying, slimming treatment.

The professional service begins with the application of a botanical cellulite gel followed by a thick layer of warm, herbal paraffin. Plastic wrap, a thermal blanket and drape sheets are included. For more information call 800/558-5571, visit www.universalcompanies.com or circle 181 on the Reader Service Card.