



**Collective Wellbeing**

**Founded:** 2004 in Pasadena, Calif.  
**Behind the Brand:** Ellen and Jack Davies, co-founders of Davies Gate  
**Philosophy:** To make highly innovative natural products that work better than consumers expect.  
**Star Products:** Change for the Better Acne Treatment Kit, Whirled Peas Hydrating Mask, Less is More Shampoo  
**Price Points:** \$2.50-\$30  
**Distribution:** Whole Foods, select Wild Oats, collectivewellbeing.com  
**2005 Est. Retail Sales:** \$2.5 million



**Cosmedicine**

**Founded:** 2004 in New York, launched in 2006  
**Behind the Brand:** Klinger Advanced Aesthetics  
**Philosophy:** To create products with over-the-counter actives and accelerated levels of advanced ingredients.  
**Star Products:** MegaDose PM Skin Fortifying Serum, Medi-Matte Oil Control Lotion, Opti-mologist Eye Cream  
**Price Points:** \$28-\$85  
**Distribution:** Sephora, sephora.com  
**2006 Est. Retail Sales:** Industry sources estimate \$20 million



**Cowshed**

**Founded:** 1998 in the U.K.  
**Behind the Brand:** Nick Jones, founder of Soho House and Babington House  
**Philosophy:** To provide customers with unique, high-quality, 100 percent vegetarian products.  
**Star Products:** Grumpy Cow Morning Body Wash, Cow Scrub Natural Sea Salt Scrub, Horny Cow Seductive Bath and Massage Oil  
**Price Points:** \$10-\$60  
**Distribution:** Barneys New York, Henri Bendel, Louis Boston, Studio at Fred Segal, cowshedproducts.com  
**2005 Est. Retail Sales:** \$1.7 million



**Dermadoctor**

**Founded:** 2003 in Kansas City, Mo.  
**Behind the Brand:** Dermatologist Audrey Kunin  
**Philosophy:** Who said medicine had to be clinical, sterile, intimidating and masculine? We strive to eliminate complicated regimens and provide comprehensive, cutting-edge treatments targeting all aspects of a condition.  
**Star Products:** KP Duty, Picture Porefect, Calm Cool & Corrected  
**Price Points:** \$20-\$110  
**Distribution:** Nordstrom, Sephora, beauty.com, dermatdoctor.com  
**2005 Est. Retail Sales:** \$15 million-\$20 million



**Dr. Brandt Skincare**

**Founded:** 2000 in Miami  
**Behind the Brand:** Celebrity dermatologist Frederic Brandt  
**Philosophy:** A fusion of science and active botanicals to keep skin looking healthy and ageless.  
**Star Products:** Microdermabrasion in a Jar, Crease Release, Laser in a Bottle Laser Tight  
**Price Points:** \$30-\$150  
**Distribution:** Bergdorf Goodman, Henri Bendel, Nordstrom, Sephora  
**2005 Est. Retail Sales:** Industry sources estimate \$50 million



**Dr. Comenge BioTexture**

**Founded:** 2003 in Spain  
**Behind the Brand:** Nutritionist and endocrinologist Jose Comenge and marketer Debra Kaye  
**Philosophy:** The fusion of feeling with science.  
**Star Products:** Lift for Eyes/Lips, Intensive Night Cream  
**Price Points:** \$40-\$124  
**Distribution:** Nordstrom  
**2005 Est. Retail Sales:** \$10 million



**Dr. Hauschka Skin Care**

**Founded:** 1967 in Germany  
**Behind the Brand:** Chemist Rudolph Hauschka and aesthetician and cosmetologist Elizabeth Sigmund  
**Philosophy:** Recognizes the skin as the body's largest organ and works with the skin's natural functions as opposed to short-term symptoms.  
**Star Products:** Rose Day Cream, Daily Revitalizing Eye Cream, Cleansing Cream  
**Price Points:** \$12.95-\$79.95  
**Distribution:** ABC Carpet, Sephora, Whole Foods, drhauschka.com  
**2005 Est. Retail Sales:** \$26.5 million



**Dr. Jessica Wu Cosmeceuticals**

**Founded:** 2004 in Los Angeles  
**Behind the Brand:** Harvard-trained Hollywood dermatologist Jessica Wu  
**Philosophy:** Fusing Eastern tradition and Western science to deliver clear skin tone and fewer wrinkles at any age.  
**Star Products:** Dew Cream, White Peony Eye Contour, Anti-Aging Brightening Complex  
**Price Points:** \$40-\$145  
**Distribution:** Henri Bendel, Nordstrom, Victoria's Secret catalogue  
**2005 Est. Retail Sales:** \$2 million



**Dr. Sebagh**

**Founded:** 2004 in the U.K., U.S. launch in 2006  
**Behind the Brand:** Plastic surgeon Jean Louis Sebagh  
**Philosophy:** Prevent the signs of aging using a toolbox of skin care to achieve healthy, glowing, radiant skin.  
**Star Products:** Deep Exfoliating Mask, Serum Repair, For Your Eyes Only  
**Price Points:** \$45-\$155  
**Distribution:** Barneys New York, Bliss Spa  
**2006 Est. Retail Sales:** \$4 million



**EmerginC**

**Founded:** 1997 in New York  
**Behind the Brand:** Ian Lirenman  
**Philosophy:** Active ingredients for powerful results.  
**Star Products:** Vitamin C Serum, D-Red Daytime Emulsion, Crease Ease Line Relaxing Kit  
**Price Points:** \$32-\$265  
**Distribution:** Bliss catalogue, emerginc.com  
**2005 Est. Retail Sales:** \$7 million



**Evolution Surf**

**Founded:** 2004 in San Diego  
**Behind the Brand:** Surfer and former model Kelise Riedel and husband Clark  
**Philosophy:** Inspired by the beach, skin care products that drench the skin with the ocean's most vital and youthful ingredients.  
**Star Products:** Bamboo Microdermabrasion Scrub, Coconut Smoothing Crème, P.M. Eye Crème  
**Price Points:** \$35-\$180  
**Distribution:** Barneys New York  
**2006 Est. Retail Sales:** \$2 million



**Freeze 24/7**

**Founded:** 2003 in New York  
**Behind the Brand:** Scott Gurfein, former president and ceo of beauty and wellness spa distributor Beautifully Spa, and Don Duberstein  
**Philosophy:** Age-reversal skin care products that promise to deliver immediate gratification via innovative technologies.  
**Star Products:** Freeze 24/7 Anti-Wrinkle Cream, PlumpLips IceSticks, Skin Glacé  
**Price Points:** \$40-\$115  
**Distribution:** Apothia at Fred Segal, C.O. Bigelow Apothecaries, Henri Bendel, Nordstrom, Saks, Ulta, Victoria's Secret  
**2005 Est. Retail Sales:** \$50 million