

GCI[®]

GLOBAL
COSMETIC
INDUSTRY[®]

The Business Magazine for the Global Beauty Industry

JANUARY 2008

www.GCI magazine.com



TO KNOW



PLUS

- The Realities of Washroom Economics
- Australia's Beauty Initiative
- Labeling Cosmetics and Drugs



Bryan Durocher

President
Durocher Enterprises Inc.
www.durocherenterprises.com

Bryan Durocher believes that health, wellness and beauty are an organic process,

and has applied this insight and his industry expertise to coach, consult and educate global audiences. Durocher specializes in working with manufacturers, professionals and consumers to develop an in-depth understanding of individual communication styles.

"The relationship between a client and a beauty wellness professional is one of the most personal and intimate relationships on the planet," said Durocher. "I started my career as an image consultant, and time after time, I witnessed the magic of physical transformation. When a person gets expert advice on their appearance, puts together a life game plan, and looks in the mirror and feels confident and attractive for the first time in their life, it becomes a catalyst for enormous change."

As an author, Durocher has also looked at global trends (from spa trends to consumer/marketer-coined product buzz words and their impact on raw materials), the synergies created and how to apply both in business. He expresses this understanding to manufacturers and beauty professionals in order for them to create tangible results. An international spa and beauty expert, Durocher serves as an expert for Health Journal TV and Life and Leisure TV, and has been featured on NBC.



Anne Sempowski Ward

President and COO
Fashion Fair Cosmetics
www.fashionfair.com

Not only did Anne Sempowski Ward's ascension through the marketing ranks at high-powered global corporations to a top level management position at Fashion Fair Cosmetics not follow the beaten path, it was marked by a number of firsts that illustrate that the road less traveled often makes all the difference.

Ward joined P&G in 1996 as a process engineer, and in 1998 made what the company called an unprecedented move to the marketing department. She spent more than a decade at the company, where she led several brands and categories, created the "Total You" beauty platform across P&G's largest beauty brands, and launched significant African-American marketing programs—a role she continued in as assistant vice president of African-American marketing for the Coca-Cola Company. She was also the youngest and first African-American trustee on the P&G Fund, the entity responsible for all of P&G's philanthropic giving.

"With her zealous understanding of the ever-changing marketplace, she is well-positioned to meet the challenge to help revolutionize Fashion Fair Cosmetics," said Linda Johnson Rice, president and CEO, Johnson Publishing Company, of which Fashion Fair Cosmetics is a wholly-owned subsidiary.

Hojung Lee
Katalin Berenyi

Co-founders
Erborian
www.erborian.com



Erborian is a skin care brand that demonstrates the unique possibilities when complementary skill sets and a global outlook merge. Hojung Lee and Katalin Berenyi are L'Oréal veterans—Lee emerged from the labs, while Berenyi worked as international marketing director for several brands. Together, they have combined Korean medicinal herbal science and

modern cosmetic science to create formulas they call "adaptogenes," designed to balance the biological processes of the skin's aging and increase in efficiency and action with continued use. In addition to this blend of the ancient and modern, the validity of the Korean phytotherapy-based ingredients are put through current test methods all along the research and the manufacturing process.