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DAVID FERREIRA
Cross Accessories - Travel Retail
dferrera@cross.com



PGE unveils "amazing" new GLAMGLOW treatment for distribution throughout Americas duty free

Miami-based PGE is introducing the Americas duty free trade to an "amazing" new beauty product for men and women that has met with "lightning fast success" in the US. Glamglow Tingling & Exfoliating Mud Mask, designed as a 10-minute anti-aging facial in a jar, was created for Hollywood's entertainment, music, fashion and award industries, for behind-the-scenes 'immediate' camera-ready glowing skin, according to its California creators, Glenn and Shannon Dellimore.

Made with an exotic formula that includes volcanic rock, French sea clay and pieces of Green Tea Leaf, the product is generating rave reviews and impressive listings, says PGE president Jean- François Picot.

"After only 18 months on the market,

Glamglow is listed in all 41 Neiman Marcus stores and online, 150 specialty boutiques and high end spas, 153 Dillard's/Edge Beauty stores, and 110 Sephora stores in the US. Internationally, Glamglow has opened in Brazil and is launching in 2012 in 570 Douglas stores in Germany, Selfridges in England, also in Sweden Norway, Finland, Italy, Poland and Switzerland," he reports.

PGE is representing the brand in the Duty Free markets of the whole western hemisphere, says Picot, who already has received several orders.

The company has a product development program through 2015, and plans to grow from a one product company into a full fledge skincare line, he says.

More information to come. Contact jfp@pgeinc.com for details and ordering.

www.glamglowmud.com

Travalo sells more than 3.5 million units globally; patent approval in US makes TR in region a strategic priority



In a year it describes as having "astonishing increases in global sales," the award-winning fragrance atomiser Travalo will continue its launch activity for the new rollerball Travalo Touch at TFWA Cannes. With its top performing regions showing a 100% increase year on year since 2010, sales of the Travalo range have hit 3.5 million globally, reports the company.

Commenting on some important developments within the United States, Yusuf Okhai, Managing Director of Travalo producer Aydyia Ltd. said "There have been key developments in the USA since

December 2011 when Travalo patents were fully granted and enforceable in the USA. We have been methodically instigating the removal of illegal, copycat products from US retailers. Now that the only product in the region is Travalo, there is a strategic move to approach the Duty Free channel again. Travalo is working with key players to develop new 'special' editions of Travalo exclusively for the DF and TR markets, which we hope to debut with DFASS."

Okhai added "Furthermore, since we recently appointed Premier Portfolio as our Global partner and Reba Americas as our Americas partners, we are very confident that the additional resources these teams have will allow us to continue to deliver excellence as we grow."

Travalo launched the Travalo Touch earlier this year at IAADFS and will continue the 2012 launch activity at TFWA Cannes later this year.

The Touch, a 5ml refillable fragrance wand with rollerball technology, has been warmly received so far, says Okhai. Like the earlier Classic Essential and Classic Excel models, the Touch features Travalo's patented repeat pump system so refilling is simple and mess free. "The Touch is as handy and easy to use as its predecessors and the rollerball gives the added benefit of discreet and targeted fragrance application," explains Okhai.

For more information about the Travalo brand and the new Travalo Touch visit Yellow Village, Stand D37 at TFWA World Exhibition or contact the Travalo team at tfwa@travalo.com.

Brown-Forman names MD for China; announces new distribution in Japan

Brown-Forman has appointed Terry Yip as managing director, China, effective October 8. Yip, who joins B-F from his position as operations director, China, at Diageo, will be responsible for the leadership and performance of Brown-Forman's business in China, Macau and Hong Kong.

He is fluent in Mandarin, Cantonese and English, and will be based in Shanghai at Brown-Forman's China headquarters.

In related news, Brown-Forman today confirmed that it has reached an agreement with the Asahi Group to distribute its brands in Japan as of January 1, 2013. The announcement follows one by Suntory stating that Brown-Forman and Suntory are concluding their more than 40-year business relationship at the conclusion of the current contract on Dec. 31, 2012.

Asahi is a 120-year-old company that is best known for producing, marketing and selling some of Japan's best known beer brands, including Japan's #1 selling Super Dry. It also produces, markets, and sells a variety of whiskeys, shochus, wines, and RTDs.

Brown-Forman already works with Asahi in Australia.



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