

# happi

DECEMBER 2018  
HAPPI.COM

SEE OUR AD ON PAGE 13!  
SABINA  
YEARS OF INNOVATION

## Wash and Where

It's never been easier to buy  
shampoos & conditioners



**Outbreaks Break Out**  
I&I formulas are more  
important than ever

**Up & Coming  
In the Beauty Biz**  
Companies to  
watch in 2019

your customer base. One of our best selling products is our Vitamin C Ampoules, which was inspired after a conversation with a loyal customer," she explained. "We wanted to create a product that not only was results driven, but travel friendly for the busy woman on the go."

**What's Next:** Circell is reformulating its products to a cleaner formulation across the board and plans on launching a new eye product toward the end of 2019.

**Elina Organics**  
[elinaorganics.com](http://elinaorganics.com)  
**Year Founded: 1998**

**Names To Know:** Elina Fedotova, CEO, founder and formulator

**Major Products:** A complete line of clinical holistic skin care products for face and body.

**Hero Product:** Ambra-Lift Skin Elixir

**Stocked At:** More than 100 holistic skin care spas around the country, Elina Organics Kalamazoo Spa, Elina Organics Chicago Spa, and [www.elinaorganicskincare.com](http://www.elinaorganicskincare.com)

**Newest Launch:** Under Eye Recovery Mask, Upper Arm Firming Elixir with wild mushrooms, Wild Mushroom Mask, Organic Hair Growth Serum, Makeup Removing Oil, Skin Renewing Oil Blend and Anti Wrinkle Eye Shadows

**Brand Story:** Award-winning cosmetic chemist and aesthetician Elina Fedotova is the formulator and CEO of Elina Organics.

She points out that beauty is more than skin deep and that a person is much more than a physical body. Wellbeing requires mental clarity, positive emotions, whole food and a clean environment. By taking a "whole-istic" approach to health and personal care, consumers can continuously feel and look their best, care more about natural resources and help create a harmonious life for all.

Fedotova's professional skin care line is handmade in her laboratory



Precious gems of skin care solutions



Elina Fedotova

using holistic principles and organic ingredients from around the world. In 2007, she founded the Association of Holistic Skin Care Practitioners (AHSCP); a nonprofit organization that provides ongoing training and education for professionals.

"All of our skin and body care products are liposome encapsulated for optimum transdermal delivery, achieving the deepest therapeutic effects," said Fedotova. "Their bioenergetic properties are totally unique. The formulas change seasonally for optimum effectiveness and can be customized for the consumer's unique needs."

Fedotova describes her formulas as "always 100% transdermal, organic, fresh, handmade and cruelty-free." All of them are free of artificial fragrances, synthetic chemicals, toxic preservatives, gluten, dairy, and soy. And every package "is packed by hand, with love."

According to the company, independent scientific testing has proved the formulas activate the expression of important anti-aging and antioxidant genes that stimulate production of collagen and keratin. These genes regulate biological processes important for skin cell regeneration, renewal and protection.

**Why We're Watching:** Homemade, small batch, seasonal formulas with real benefits.

"Our products are scientifically proven to provide clinical

benefits while still being 100% natural containing organic ingredients sourced from around the world,"said Fedotova.

They're tasty, too. Elina Organics are 100% edible as Fedotova demonstrates by eating her products during workshops.

**What's Next:** "Every day we hear from more skin care professionals in search of corrective, fresh and organic skin care products,"she said."My goal is to continuously upgrade my production facility to meet this demand, without compromising my high quality standards. I also want to continue to educate professionals on how to offer effective results for their clients."

**Sand and Sky**  
[sandandsky.com](http://sandandsky.com)  
 Year Founded: 2017

**Names To Know:** Sarah and Emily Hamilton, co-founders

**Major Products:** Porefining Face Mask, Flash Perfection Exfoliating Treatment

**Hero Product:** Porefining Face Mask

**Stocked At:** Sephora, Revolve, Urban Outfitters and Sandandsky.com

**Newest Launch:** Flash Perfection Exfoliating Treatment

**Brand Story:** Sand & Sky is rooted in Melbourne where twin sisters Sarah and Emily Hamilton grew up and learned a lot of their business skills from their father who was also an entrepreneur. They were in their late teens in the 1990s when Australia was in the grips of its worst recession since the Great Depression. The crash hit the Hamilton's father's property business very hard and the family was forced to move out of their home near Melbourne and downsize to a smaller house. Determined not to let his business fail, their father bought a rundown building and renovated it into a thriving business park.

According to Sarah Hamilton, "When creating Sand & Sky, we knew we wanted to formulate an Australian-made and Australian sourced clay mask and we discovered Australian Pink Clay through a bush medicine course in Alice Springs. We learned the power of Australian Pink Clay along with the purity of the Australian environment would push results beyond typical clay masks. Australia is one of the purest continents in the world which is why our active ingredients are so effective. All Sand and Sky products are formulated to address more than one skin concern. With our Porefining clay mask for example it really purifies the skin, tightens pores, and leaves your skin glowing all in one product. Australian Beauty is about



The Sand & Sky skin care range is popular at Sephora and contains Australian pink clay

**ColorVera**  
 ColorVera Biotech Group Inc.

**INSIGHT**  
 AGILITY  
 ABILITY



Intelligence and creativity for winning formulas

Our Milan R&D is the heartbeat of the company

Dedicated R&D resources to meet our clients' needs



New York • Los Angeles  
 Italy • China • UK • Brazil

[info@colorvera.com](mailto:info@colorvera.com)