

Makeup, Music Mesh With PersoNatalie

NEW YORK — PersoNatalie, a new line of lip glosses, has found a way to marry makeup with music.

Founders Natalie Bonelli, a makeup artist and singer/songwriter, and Nancy Forman, a former regional merchandise manager for Bloomingdale's, named each of the line's nine colors after a song written by Bonelli, from "Dreams," a clear peach, to "Wasted Time," a wine color. In addition, each gloss comes packaged with the lyrics to the song for which it's named.

"After spending years in the retail industry, I watched the whole niche cosmetics industry expand dramatically," said Forman. "But beauty is more than marketing, it's also internal. We wanted to offer the consumer products that make you feel beautiful from the outside and that also inspire you from within."

Sold in Nordstrom, Bloomingdale's, Los Angeles' Kitson and on Sephora.com, each gloss retails for \$15 and comes in a small, mirrored compact with a lip brush. Customers may also purchase a PersoNatalie CD, along with "You Shine," a clear gloss, for \$24. While the CDs are currently not sold separately in stores, they are available on the company's Web site, PersoNatalie.com, for \$15

each. Bonelli said that she and Forman envisioned a product that had added value beyond the usual pot of gloss.

"It's a three-dimensional experience," said Bonelli, who has been friends with Forman since they met as freshmen in college. "It has heart — it means more

treatment of eating disorders.

Future plans include \$18 face shimmers called You're My Favorite, which will be available in September; and an eye shadow, blush and a fragrance called Lovable are also in the works.

"By the end of the year, our desire is to be a fully functioning makeup line," said Forman. "But we have to grow slowly."

— **Bryn Kenny**

BEAUTY BEAT



PersoNatalie is an infusion of makeup and music.

than just putting something on your face."

First-year sales predictions for the line are \$850,000, and Forman and Bonelli have pledged to donate between 3 and 5 percent of that figure to the Renfrew Center, a national nonprofit organization dedicated to advancing the education, prevention, research and

Face of Almay Honored

NEW YORK — Fashion photographer Sheila Metzner hosted a cocktail party in honor of Almay spokesmodel Elaine Irwin Mellencamp at her studio in Brooklyn's DUMBO neighborhood last week.

Mellencamp, who became the brand's face in March, will appear in several upcoming TV and print ads, including commercials for Clear Complexion and Nearly Naked makeup, dropping today and July 12, respectively, and new print ads for Whipped Gloss debuting in the July issues of magazines.

"People who know me don't really think of me as a big makeup person," said Mellencamp. "But [Almay] is perfect for people who want to incorporate makeup into their life."

Almay execs think that the veteran model and mother is the perfect repre-

sentation of the brand's new target: an established, confident woman in her 30s.

"[Elaine's] life mirrors who we're talking to," said Kevin Kells, vice president of marketing for Almay. "She feels beautiful because she's proud of what she's become — she has two kids, a career and she's involved in charities."

Also present at the event were Mellencamp's husband, musician John Mellencamp, Vanity Fair editor in chief Graydon Carter and Revlon's Stephanie Klein Peponis and Rochelle Udell.

— **B.K.**

Hain Celestial Acquisition

NEW YORK — Natural and organic products company Hain Celestial Group Inc. has acquired Jason Natural Products Inc., a natural health and body care brand. Details of the deal were not disclosed.

The acquisition marks Hain Celestial's first entry into the body care category; the company mainly makes food brands, including Celestial Seasonings teas and Terra Chips. Founded in 1959, Jason Natural is known for using naturally sourced, organic and nutritional ingredients; sales for the company totaled approximately \$20 million in its last fiscal year.

— **B.K.**