

## News roundup

French company **Bourjois** will launch a natural toiletries brand for the French mass market, called Ecoute ta Nature! by Yannick Noah. The offer will be fronted by French tennis player and musician Yannick Noah. Ecoute ta Nature is positioned as an environmentally friendly household brand, with large-format recyclable packaging. The products are free of parabens, silicone and artificial coloring. Although not certified organic, each product is based on one star ingredient that is certified organic by French body Ecocert.



The 12-sku offer consists of shower gels, soap, shower oil, moisturizers and a spray-on toner; the shower gels are also available in refill format. Prices range from €3.95 for a 400ml shower gel refill, to €7.95 for an 800ml shower gel bottle. The brand will roll out to French hypermarkets and supermarkets including Monoprix from March 2010. No international distribution is planned at this stage. The launch of Ecoute ta Nature! will be supported by a dedicated website beginning in March and TV commercials featuring Noah from April.



**L'Oréal** unveiled its first fragrance for Maison Martin Margiela. The fragrance, called Untitled, centers on green notes and was created by Givaudan perfumer Daniela Andrier. It comes in a green and white bottle, described as 'the opposite of glamour' and is inscribed with the name Untitled in parentheses in a basic Olivetti typewriter script. The fragrance will go on sale exclusively at Paris concept store Colette at the end of January, before rolling out to limited distribution, similar to that of fellow L'Oréal brand Viktor & Rolf. Prices: €55 (30ml EdP), €80 (50ml EdP), €100 (75ml EdP).

In tandem with the International Year of Biodiversity 2010, Geneva-based non-profit association **Union for Ethical BioTrade** (UEBT) is stepping up efforts to encourage the cosmetics industry to adopt ethical sourcing practices. The organization will hold a conference, Beauty of Sourcing with Respect, in Paris, France on April 16 where it will release the results of its BioTrade Barometer, which gauges consumer and industry response to the concept of biodiversity. UEBT executive director Rik Kutsch Lojenga explains that beauty companies are a particular focus given the industry's use of natural ingredients. "Although only 9 of the top 100 beauty companies report on their biodiversity sourcing practices, their consumers are demanding more transparency. The cosmetics industry is coming to see the relevance of sourcing with respect," Kutsch Lojenga explains. The UEBT is not a label; however, candidates can become a member of the association after undergoing an initial audit by a third-party verification body. Once approved companies embark on a five-year plan to respect biodiversity throughout their supply chain, from development through to processing and marketing.

Christopher Wood, general manager of **Estée Lauder Companies'** (ELC) Korean subsidiary, has been named senior vice president of ELC's Global Strategic Modernization Initiative. Hervé Bouvier, currently manager of the Estée Lauder brand in the Asia/Pacific region, will replace Wood as general manager of Korea. The appointments take effect in April.

**L'Oréal** has appointed Anne Valentin general manager of travel retail Europe, Middle East and Africa. She previously headed L'Oréal's Eastern Countries zone luxury division. She replaces Jean-François Ninu who has left the group.

Perfumery chain **Sephora** has named Marie-Christine Marchives managing director France. She was formerly in charge of the Canadian market for the retailer and replaces Thierry Jaugeas, who has left Sephora.

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ISSN: 2104-3302  
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**Subscriptions**  
1 year: electronic publication (20 issues) + magazine  
(4 issues) + full web access €399/\$559  
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BW Confidential is published by Noon Media  
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