



RéVive
Founded: 1994 in Louisville, Ky.
Behind the Brand: Plastic surgeon Gregory Bays Brown
Philosophy: The marriage of biotechnology and the beauty industry. The elimination of aesthetic surgery as we know it.
Star Products: Moisturizing Renewal Cream, Sensitiv Cellular Repair Cream, Intensité Volumizing Serum
Price Points: \$52-\$600
Distribution: Barneys New York, Bergdorf Goodman, Neiman Marcus, Saks, blissworld.com
2005 Est. Retail Sales: \$15 million



Sally Hershberger Face Place
Founded: 2005 in Los Angeles
Behind the Brand: Hairstylist Sally Hershberger and Los Angeles Face Place owners Paul Rogers and Tony Silla
Philosophy: Detoxify, clarify, maintain, replenish, protect and repair.
Star Products: Supreme Lip Kit, Face Volumizer
Price Points: \$28-\$95
Distribution: Barneys New York, C.O. Bigelow Apothecaries, Sally Hershberger Face Place, sallyhershbergerfaceplace.com
2005 Est. Retail Sales: \$1.2 million



SCO
Founded: 2000 in New York
Behind the Brand: Theresa Ma
Philosophy: Giving customers exactly what they need through products customized with active ingredients to address their specific concerns.
Star Products: Lip Balm, Refining Face Scrub, Clarifying Complex
Price Points: \$21-\$150
Distribution: Barneys New York
2005 Est. Retail Sales: \$4 million



Själ
Founded: 2001 in New York
Behind the Brand: Mother-daughter duo of teacher Karen and fashion stylist Kristin Petrovich
Philosophy: Fusion of Eastern medicine with Western biotechnology.
Star Products: Serum 1, Orbe Eye Treatment
Price Points: \$145-\$245
Distribution: Apothia at Fred Segal, Barneys New York, Bergdorf Goodman
2005 Est. Retail Sales: \$1.5 million



Skyn Iceland
Founded: 2005 in New York
Behind the Brand: Sarah Kugelman, creator of Gloss.com
Philosophy: Solutions for stressed skin.
Star Products: Glacial Face Wash, Icelandic Relief Eye Cream, Arctic Face Mist
Price Points: \$25-\$75
Distribution: C.O. Bigelow Apothecaries, Henri Bendel, Pure Beauty, Sephora, b-glowing.com, sephora.com, skyniceland.com
2005 Est. Retail Sales: Industry sources estimate \$1 million



StriVectin
Founded: 2000 in Salt Lake City
Behind the Brand: Klein-Becker
Philosophy: At the forefront in the use of new functional compounds, including newly discovered peptides, enzymes and plant materials.
Star Products: StriVectin-SD, StriVectin-SD Eye Cream, StriVectin-HS Hydrothermal Deep Wrinkle Serum
Price Points: \$55-\$153
Distribution: Bloomingdale's, Macy's, Saks, Sephora
2005 Est. Retail Sales: Industry sources estimate \$120 million



Sundari
Founded: 1999 in New York
Behind the Brand: Holistic skin care aficionados Ayla Hussain, Cavan Mahony and Christy Turlington Burns
Philosophy: Embodies the principles of the Indian philosophy of Ayurveda by containing the purest ingredients and the rarest essences distilled from nature, combined with the safest and most effective technology.
Star Products: Neem Night Cream, Chamomile Eye Oil, T-Zone Oil Control Treatment
Price Points: \$28-\$115
Distribution: Jeffrey New York, sundari.com
2005 Est. Retail Sales: \$4 million



Talika
Founded: 1948 in France
Behind the Brand: Danielle Roches, a doctor who created the brand's first product, an antibacterial cream to heal people who suffered facial burns. Bought in 1994 by Alexis de Brosses
Philosophy: To bring a smile to the women who use the products and to make their lives more tranquil.
Star Products: Eyelash Lipocils, Eye Detox Contour Gel
Price Points: \$12.50-\$60
Distribution: Sephora
2005 Est. Retail Sales: \$4 million



Therapy Systems
Founded: 1995 in Nashville
Behind the Brand: Linda Roberts, founder of Nashville beauty boutique Private Edition
Philosophy: Serious about great skin. Modern approach to good skin that's easy to use, affordable and gives great results.
Star Products: Amazingly Gentle Scrub, Skin Normalizer 24 Hour, Retinol Cellular Treatment Cream/PM
Price Points: \$12.50-\$195
Distribution: Beauty Collection Apothecary, Cosmetic Market, Henri Bendel, Private Edition, 800-733-8606, therapysystemsinc.com
2005 Est. Retail Sales: \$2.5 million



Tracie Martyn Skincare
Founded: 2000 in New York
Behind the Brand: Makeup artist Tracie Martyn
Philosophy: Represents a fusion of luxury, purity and technology, responding to the needs of a very diverse clientele, inclusive of all customers who care about quality and results in their beauty routine.
Star Products: Firming Serum, Enzyme Exfoliant, Amla Purifying Cleanser
Price Points: \$45-\$175
Distribution: Barneys New York, Bergdorf Goodman, traciemartyn.com
2005 Est. Retail Sales: Industry sources estimate \$3 million-\$5 million



Trilogy Pure Extraction Botanicals
Founded: 2002 in New Zealand
Behind the Brand: Sisters Sarah Gibbs and Catherine Wells
Philosophy: Purity, simplicity and vitality.
Star Products: 100% Pure Organic Rosehip Oil, Rosehip Oil Gentle Facial Exfoliant, Rosehip Oil Vital Moisturising Cream
Price Points: \$13-\$54
Distribution: Aedes de Venustas, Takashimaya, beauty.com
2005 Est. Retail Sales: \$3 million



Z. Bigatti
Founded: 1990 in St. Paul
Behind the Brand: Prefers to remain anonymous, a second generation of a French department store family
Philosophy: A luxury skin care company believing in quality, not quantity.
Star Products: Re-Storation Skin Treatment, Re-Storation Deep Repair Facial Serum, Impact Fruit Enzyme Facial Mask
Price Points: \$55-\$295
Distribution: Bergdorf Goodman, Bliss Spa, Nordstrom, Sephora
2005 Est. Retail Sales: Industry sources estimate \$15 million-\$20 million

Declined to Participate: Beauty Buffet, Cargo, Kevyn Aucoin, Mario Badescu Skin Care, Passport, Philosophy, Vincent Longo