

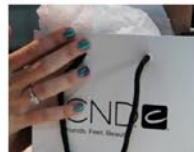
theplasticdiaries



August 13, 2011

August 13th, 2011

Cosmoprof North America – Day 2: Impressive Products and Brands



I won't lie. The morning may have started off a little rusty after a little dinner session with [Lisette Caputo](#) the night before. I totally blew it. She is a bad influence. However, I had no time to be rusty because Day 2 of [Cosmoprof North America](#) kicked off bright and early at 8:00am.

Day 2 was all about brands. I wanted to see some brands, experience some of the products and get a glimpse of new releases. Nails seemed to take centre stage on this day and I will be doing a separate post to show just all the amazing stuff we can expect to see over the coming months.

Deborah Lippmann

Manicurist extraordinaire, business maven and surprisingly talented singer, [Deborah Lippmann](#), was extremely kind to offer up her morning to sit with us [beauty bloggers](#) to discuss her new collection. If you aren't familiar with the [Lippmann Collection](#) of nail lacquers than you are missing out big time. They are just beautiful!

Deborah talked us through her inspiration behind how she comes up with colours, and it is crazy. Here are some things I learnt that I never knew.

- Deborah started out in life wanting to be a Jazz singer. She still sings and has released an album, but it is more of a recreational focus.
- All the names of her nail lacquers name are actually names of songs.
- She will often have to create colours for celebrities or fashion designers based on their outfits ... sometimes with only hours notice.
- All her lacquers are 3 free (free from Formaldehyde, Toluene and DBP) and got tested on animals.

Aside from all that, the most refreshing thing about Deborah is how down to earth she really is. She is entertaining, amusing and genuinely sweet. Go girl!

Details: Deborah Lippmann lacquers are available in the US and internationally. You can purchase online from [Beauty Bridge](#) (International Shipping available) or visit the [website](#) to find your nearest stockist.



Deborah talks to some amazing bloggers.

NYX Cosmetics

Oh gosh, how much do I love [NYX Cosmetics](#)? Do not get me started. You should have seen my face when I came across the NYX Cosmetics stand. Finding new NYX products in stores can cut the drama, and unless you are in the USA (where they have their own online store), finding the complete NYX product range is basically impossible. Having the opportunity to see NYX Cosmetics complete range in person made me giddy. Despite the strict "No Buy" policy held at Cosmoprof, I begged the staff to let me buy some things. Unfortunately they would not waver. :(

The one new product that really stood out to me was the [Halle Berry Leopard Couture](#) palette. It contains everything to get you looking Jerseylicious. Four bronzers, 24 eyeshadows, 2 lip glosses, 2 blushes and a mirror all wrapped up in book-like packaging.

Details: The [Halle Berry Leopard Couture](#) palette is available for US \$25, and will be available in the US very soon. In Australia, a limited selection of NYX Cosmetics products are available from [Cyan Cosmetics](#), but there is no word yet on whether this palette will be available.



The palette per se, for a Jersey new babe.

ORLY International

There is a lot of amazing colours coming out from ORLY over the next few months, and they have got me very excited. Something completely unexpected though was meeting ORLY founder, Jeff Peck. Little did I know that the man I was meeting, standing right in front of, was the guy who invented the original French Manicure. 35 years on and a gazillion innovations later, Jeff still loves a good man ...



Founder, President and CEO of ORLY International, Jeff Peck ... and his nails.

We have all seen and heard of Shellac by CND, but now we can also welcome [GelFX by ORLY](#). I am yet to experience the newest innovation from Jeff and his ORLY team for myself, but from what I saw it is somewhat comparable to Shellac. One point of difference however is that the colour line available in GelFX is already standing 32 shades, and all of which are part of ORLY's core colour collection.

Details: ORLY International is available in 66 countries worldwide. For more information on their products visit their [website](#).



The new GelFX by ORLY products.

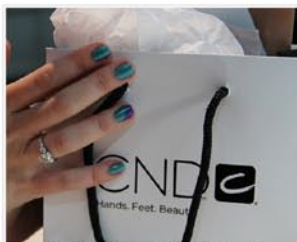
Shellac by Creative Nail Design (CND)

While on the subject of nail gels, I was extremely blessed to get a sneak-peek of the 6 brand new colours joining the Shellac collection. Not only that out I was also treated to my own Shellac mani. Woo!

If you didn't already know, Creative Nail Design were the outright leaders in developing this new, unique nail application that is "Gel Polish". The easy application, beautiful shine and even easier removal process was catapulted to success in record time, and well deserved may I add!

The addition of these 6 shades brings the entire Shellac collection to 30 colours, all of which are layerable. The newest additions, which I will go into more detail in a separate post, include purple, teal, grey and a particularly dazzling effect layer.

Details: Shellac by Creative Nail Design is a salon service available in the US and internationally. The new colours will be available from September 2011. To find a salon offering Shellac, use the [salon locator](#).



Final look of my Shellac manicure. Includes 7 of the new shades.

Original & Mineral

There is nothing like a bit of Aussie blood to get the American's riled up. The company doing that this year was [Original & Mineral](#), affectionately known as O&M. A company that started out as producing ammonia free professional hair colour in one size salon in Sydney, Australia. Now they have a complete colour, care and styling range, all of which contain native Australian ingredients in place of icky harsh chemicals.

Before I left Australia, some products from O&M landed on my desk and I was instantly infatuated with the packaging. My initial thoughts were that this had to be the best looking haircare products I had ever seen. I won't go into the products themselves too much right now because I want to play with them and give you all my juicy opinions.

I was lucky enough to pull aside O&M Technical Director, Wayne Lewis, during the show to get the scoop on their presence at Cosmoprof. While the O&M brand is a huge success story in Australia and New Zealand, the brand is yet to have a US presence ... and that is why they decided to show at Cosmoprof. Smart people I say. In the short 10 minutes or so I was in their stand, hair industry big wigs were hurrying in to find out all about their products. In my professional (Ha!) opinion, I think we will see Original & Mineral become a top performer in the US hair industry within the next year.

Details: Original & Mineral is currently available in Australia and New Zealand only. To find your nearest stockist, or to stay abreast of when this brand will be available in your country, check out the [website](#).



Beautiful packaging of travel size products at Original & Mineral.

Jesse's Girl Cosmetics

To close out the evening, I was extremely lucky to be invited to attend a dinner with my fellow beauty bloggers hosted by [Jesse's Girl Cosmetics](#). This event was not actually part of Cosmoprof, but it lined up perfectly as many of the big US beauty bloggers were all in the one city at one time. God knows I wasn't meant to be invited but I am so thankful I was because I got to discover a great new brand.

Jesse's Girl Cosmetics is a fairly young brand, started by a former head honcho of [Wet n Wild Beauty](#), who happens to be named Jesse. After an attempt to create a company named after his daughter but unable to due to similarities between another well-known company, an employee of Jesse put forward Jesse's Girl as an option ... the rest is history. The product range is diverse and includes everything you need for eyes, lips, face, nails and even accessories. The prices are A-MAZING. I am talking US \$3.99 for a [Mineralize Base Eye Shadow](#), and I have a whole stack of their products to try out, and I cannot wait!

Details: Jesse's Girl Cosmetics is available [online](#) (International Shipping available) and from Rite Aid stores in the US.



A line full of beauty bloggers.

Next up, Day 3. I will share with you the new brands I found, and some trends that may (or may not) make waves in the coming months.