

Artemis Woman Expands Mix To Create Good-Better-Best Offering

BY ED LIEBER
SENIOR EDITOR

WESTON, CT— Health and wellness product specialist Artemis Woman is expanding its product assortment by introducing new products as well as creating good-better-best programs around existing items.

Last year the company debuted its flagship Healing Gems platform consisting of various facial scrubs containing finely ground gemstones designed to work with a microdermabrasion appliance.

The company positions itself as a full resource for women's skin-care systems under the Healing Gems brand. It is focused on offering lotions that work in conjunction with specialized appliances.

The skin-care segment has attracted more competition across several retail channels, including mass retailers, with leading personal care suppliers such as Helen of Troy and Homeedics and specialized players such as Preuka and Artemis Women offering combo packs that match appliances with lotions.



In an effort to provide lower-priced options for consumers, Artemis Woman this fall is debuting scaled-down versions of skin-care kits.

Artemis Woman is focused on what it calls "mid mass" retailers. It has distribution at specialty stores, including Ulta and the Sharper Image; websites, including Amazon.com and Target.com; and natural-food and alternative-health retailers.

In an effort to provide lower-priced options to some of its products, the company this fall is launching scaled-down ver-

enings our assortment into a good-better-best strategy," said managing partner Lisa P. Kable, who along with Ann T. Burwid, both formerly of Remington, formed Artemis Woman.

Artemis Woman will launch a lower-priced version of its Professional Body Polisher, which debuted earlier this year. De-



sions of skin-care kits, as well as a paraffin nail salon and hand- and foot-spa gift packs.

"We have established brand awareness with our high-end product, and now we are broad-

scribed as a head-to-toe skin care system, the Professional Body Polisher features a cordless rechargeable soft-bristle body polisher appliance, attachments and a scrub. The

scaled-down version of the product will retail at \$39.99, while the original model has a suggested retail of \$69.99.

The company also will launch a lower-priced version of its Healing Gems Microdermabrasion System. The "good" model will have a suggested retail price of \$39.99 versus \$79.99 for the original model. It new unit will be packaged with the same microdermabrasion applicator with sponge, massager, brush and pore-cleansing attachments but will include only one facial scrub. The high-end version includes five.

The company is launching a paraffin nail salon at a retail price of \$49.99 that is billed as a complete nail salon. It features a paraffin dip to soften cuticles, a 10-piece manicure appliance, and an integrated dryer with UV and conventional settings.

The foot and hand spa gifts feature pedicure and manicure kits, respectively, consisting of motorized brushes with buffing and pumice attachments, and files and clippers. Appropriate lotions also are included in each package.

Atlantic Horizon Leverages E-Pen To Build Assortment

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NEW YORK— Atlantic Horizon International, a developer and sourcer of personal care appliances under the Verseo brand, is leveraging its flashin-

