

BRANDS & BENCHMARKS



Whish Body's Deodorant Gel helps reduce odor and hair growth, while leaving skin softer for a longer time. The gel is formulated organically to cleanse and prevent bacteria from forming, in addition to soothing skin. Ingredient highlights include a bacterial enzyme, witch hazel extract, chapparel extract, antioxidants, aloe, chamomile and marigold. www.whishbody.com ■



BodiPure has launched Keratin Gloves and Socks (\$5.99 single pouch and \$9.98 for combo package), waterless products that moisturize the skin and strengthen nails with keratin protein. Bringing the salon home, the products offer a keratin-powered mani-pedi that can repair skin damage, increase skin elasticity and hydration, and protect skin against damaging heat and chemicals. www.bodipure.com ■

OPI's New Orleans Collection is available in nail lacquer and GelColor formulas, consisting of 12 colors corresponding to the city of New Orleans. Ingredient highlights include: butyl acetate, ethyl acetate, nitrocellulose, tosylamide/epoxy resin, acetyl tributyl citrate, isopropyl alcohol, stearalkonium bentonite, benzophenone-1, silica, trimethylpentanediyl dibenzoate, CI 15850 and CI 15880. www.opi.com ■



5 SOCCER PLAYERS, 1 BEAUTY BRAND

During the 2015 FIFA Women's World Cup Canada, beauty editors noted the use of makeup among players, including Hope Solo's cat eye, Christen Press' eyeliner and Sydney Leroux's smear-free lipstick.

It was this particular mix of athletic performance and flawless beauty that the founders of SWEAT Cosmetics sought to tackle. As the brand puts it, "Together they wanted to bridge the gap between fitness and beauty, so that women could feel comfortable, confident and empowered both on and off the field."

When Taryn Hemmings, a professional soccer defender who plays in the National Women's Soccer League (NWSL), looked around at the beauty industry, she wondered, "Why are there no products for us?"

Hemmings, now founder and COO of SWEAT Cosmetics, partnered with fellow athletes Courtney Jones (CEO, former pro soccer player for the NWSL's Boston Breakers), Leslie Osborne (CMO, former NWSL player for the Chicago Red Stars and Boston Breakers), Emily Hines (founder and CFO, former member of the Division 1, University of Denver Pioneers soccer team) and



Emily Hines, founder and CFO, former member of the Division 1, University of Denver Pioneers soccer team.



Taryn Hemmings, a professional soccer defender who plays in the National Women's Soccer League, who joined with fellow athletes to found SWEAT Cosmetics.

Lindsay Tarpley (CCO, two-time Olympic gold medalist soccer player) to develop products that could stand up to the punishing conditions of professional sports, protect the skin and fit into the active lifestyles of everyday women.