

## ADAM & EVE REBRANDS

After 17 years trading as Adam & Eve Wax, the popular brand has been renamed Jax Wax after its parent company “to better reflect the global nature of its depilatory business”.

Tina and Geoff Copland, the owners of Jax Wax, have been involved in the manufacture of wax products for 30 years.

Since the launch of Adam & Eve beaded hot waxes at the Sydney Beauty Expo in 2003 the company has grown “to be a major supplier of wax to the beauty and spa industry worldwide”.

Until the rebranding Jax Wax depilatory products were sold under two different trade names.

According to Tina, the new Jax Wax Australia name for both its depilatory brands (Adam and Eve Wax and Meticulous) will “unite the two brands under one banner with a primary focus on the firm’s unique Australian characteristics”.

“As a proud 100 percent Australian owned company that manufactures all its products in Australia, the time has come for Adam & Eve Wax to rebrand,” she says.

“Australian products are highly regarded overseas as being of excellent quality, having superior ingredients and ecologically aware.

“With an emphasis on these three factors combined with the high standards our customers expect from Jax Wax, I am excited with the next phase for the company.

She said the company chose to use its name for both brands as “we didn’t want to give the impression that one brand is preferred over the other”.

The new Jax Wax Australia logo features Adam & Eve Wax’s familiar ‘apple’ image as a ‘core’.

“This will confirm to our customers that our products may look a little different but we are remaining true to our heritage and the values and history behind the brand,” says Tina.



## MINERAL GODDESS STARS IN ARTWORKS

Kylie Eustace, the founder of Kylie’s Professional Mineral Goddess makeup, has once again proven that her mineral makeup range is 100 percent waterproof in a series of spectacular underwater photographs.

Kylie, who launched the Mineral Goddess makeup collection in 2006, created the hair and makeup looks for the models in the ‘Dome’ artworks by Brisbane-based photographer Beth Mitchell.

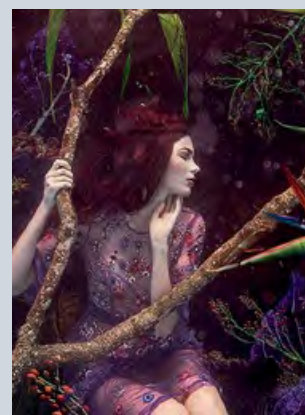
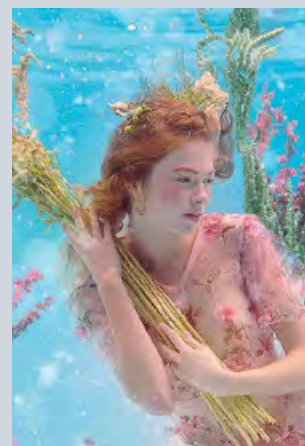
Kylie says it took her around two hours to do each model’s hair and makeup for the shoot which required the models to be “in the water for hours”.

To ensure the makeup was waterproof, Kylie layered her Mineral Goddess products “over a special natural base”.

“I press, pat and blend my dense minerals into the base, [and then] these bond together and repel water. I also mix my base and shadows together on the spot, apply, press in more product then blend as well as set what I have done with minerals.

“The application is a layering process that does not budge. The products are already naturally water resistant but the application technique is key to long lasting results.”

The Dome is the seventh underwater photographic series that Kylie has worked on with Beth..



## THE WORLD’S MOST POPULAR LIPSTICK...

Perfect Corp, the creators of the YouCam Makeup app, have revealed the world’s most popular lipstick colour.

Perfect Corp used data from the app’s 280 million users and “over 23.5 million daily virtual lipsticks try-ons” to discover global and regional lipstick trends.

According to the company, Millennial Pink is the preferred lip color globally – “over 20 percent of lipstick try-ons in the United States and the UK are Millennial Pink shades, and 15 percent of lip colour try-ons in China and Japan are Millennial pinks. :

“All shades of pink dominate in the West, while classic reds are favoured in the East,” the report said.

“Pink is the most preferred colour in the US and the UK with almost 50 percent of the top lip colours being pink shades – significantly more than other countries where pinks make up only 20-35 percent of all try-ons.”

China showed the most diverse lipstick colour try-ons with purples, oranges and lighter sheer shades taking the top spots, while Korean users preferred bold darker pinks, purples and reds.

