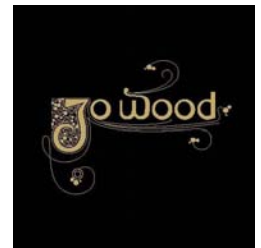




Publication: Vogue
 Issue: September 2008
 Product: Amka Body Oil, Langa
 Cleansing Body Mousse
 Circulation: 219,000



Little sisters
 Counting the pennies needn't mean diluting good taste. Meet the new diffusion ranges:

1. This Works > Good Works
2. Louise Galvin Sacred Locks > Louise Galvin Natural Locks
3. Jo Wood Organics > Jo Wood Everyday
4. Korres > Kings & Queens

Left, Sacred Locks Conditioner, £24. Right, Natural Locks Shampoo, £8

Left, This Works Bath and Shower Oil, £32. Right, Good Works Bath Oil, £10

Left, Jo Wood Organics Body Oil, £35. Right, Jo Wood Everyday Body Mousse, £15

Left, Korres Showergel, £7. Right, Kings & Queens Showergel, £5

Access all areas

The beauty industry's new diffusion lines bring pampering to the people, says Kelly Gilbert

Beauty has been slow to follow fashion's lead when it comes to capitalising on the draw of diffusion lines. Marc by Marc Jacobs, DKNY and Miu Miu have all proved that adding a second string to a well-established brand does not mean it's second-rate. So, the arrival this autumn of several cosmetic diffusion lines is welcome because – yes – sometimes we want an everyday bath oil or face wash that we don't mind sloshing around with abandon. There is already a glut of mass-market brands vying for this business, but it is the unique union of a lower price point and a credible brand that makes a diffusion line so inviting.

The cynical cloud of scrutiny that hangs around the worth of cosmetics is perhaps why beauty companies have been slow to diversify – if a company can produce a cream for half the price of its main-line version, the simplistic lens of the tabloid media will deduce that – yes – we've been ripped off all along! The reality is subtler: economies of scale come into play when an exclusive cosmetic producer enters the mid-market because ingredient and production costs can be reduced as volumes increase. The new venture of Louise Galvin, hair colourist and creator of the eco-luxe haircare brand Sacred Locks, is a salient example. She's about to launch Natural Locks into Waitrose this month. "Securing supermarket distribution has been fantastic. I am able to produce Natural Locks in volumes that I couldn't dream of for Sacred Locks. I've managed to create a great shampoo for just £8 and abide by my principles of eschewing parabens and sulphates."

Kathy Phillips, of the much-eulogised aromatherapy brand This Works, is also bringing her expertise to a wider market via a collaboration with Boots, in the form of Good Works. "Good Works will retain the DNA of This Works and the packaging will reflect the main line [great news for economical bathroom shelves everywhere, as Phillips has a chic eye for design], and while it would be impossible to keep our prices below £12 [as agreed with Boots] if we included the same concentrations of essential oils as in This Works, I've been adamant that the same quality of oil is used."

Jo Wood and Korres have also embraced the democratic product process with interesting results. The commonality between these diffusion lines is that they are very carefully engineered – the risk of tainting the wider brand image surely focuses the mind after all – so, if you're shopping in the mass market, you know where the smart money goes. ■

Second cousins

Soap & Glory, available at Boots, and Good Skin, available at Superdrug, are not diffusion lines as such, but fall into similar territory. Soap & Glory is the brainchild of Marcia Kilgore, the former creative dynamo at Bliss; while Good Skin is owned and developed by the Estée Lauder Group (which also owns Clinique).