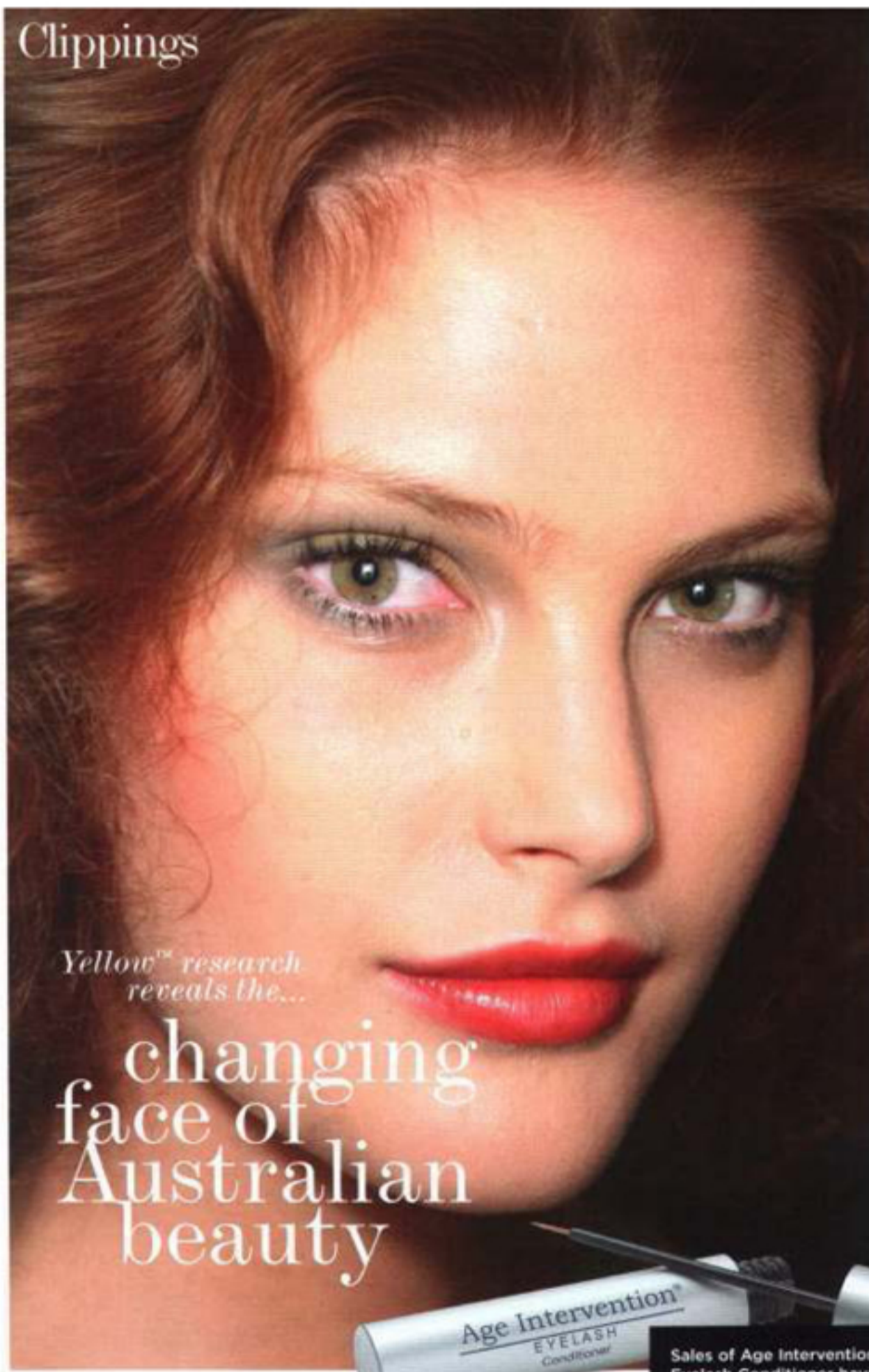




Clippings



Yellow™ research reveals the...

# changing face of Australian beauty



Sales of Age Intervention Eyelash Conditioner have been suspended in Australia.

**a**nalysis of online searches made on yellow.com.au in 2001 and 2006 shows that pampering companies are big business as people appear to be more self-indulgent than ever before. Yellow™ Product Manager, Isaac Pfitzner, explained that searches on yellow.com.au tend to indicate levels of demand for particular products and services in the Australian economy. "Looking at the number of searches for particular products and services today compared with years gone by provides some interesting insights into social trends of the day," he said. "The other factor affecting growth in online searches for products and services is the general growth in use of the internet."

Two of the most popular modern-day searches were for beauty salons: where searches have increased by 37 per cent since 2001 to more than one million searches and hairdressers: which increased by 35 per cent to approximately 1.4 million searches.

Day spa searches, which did not have a category listing until 2002, grew by 74 per cent from 2005 to 2006 to more than 300,000 separate searches.

The number of Australians searching online for ways to manage their weight or improve their fitness has also shot up. Searches for weight-reducing Treatments have increased by 42 per cent to more than 59,000 searches.

Shows such as The Biggest Loser or Dancing With The Stars may have helped inspire this trend. Searches for personal fitness trainers increased by 53 per cent between 2005 and 2006 and dance tuition searches are up 41 per cent to more than 140,000.

If all else fails, the prospect of going under the knife may be an option for some Australians. Online searches for cosmetic surgery procedures/practices leapt from just six in 2004 to more than 90,000 in 2006. Further research showed there were no cosmetic surgeries advertised in Yellow Pages® in the mid 1970s but by 2007 in the Sydney Yellow™ Directory, there were more than 120. Visit [www.yellow.com.au](http://www.yellow.com.au)

## Popular Jan Marini product sales suspended

**E**rase Products, Australian distributor of the Jan Marini Skin Research (JMSR) range, announced in February that sales of one of its most popular products, Age Intervention Eyelash Conditioner, have been suspended in Australia, following the direction of the Therapeutic Goods Administration (TGA). The TGA has determined the product is therapeutic rather than cosmetic, and must be registered on the Australian Register of Therapeutic Goods and sold on prescription only.

In January this year, sales of the product were suspended in the US, following a patent infringement lawsuit by Allergan Pharmaceutical, the company who distributes the glaucoma drug, Lumigan, which contains the active ingredient bimatoprost, an ingredient that, in some cases, has been found to promote eyelash growth. It was also an ingredient in the original product.

Age Intervention Eyelash, which JMSR discontinued in 2006, following action taken by the US Food and Drug Administration. In February 2007, it was reformulated as Age Intervention Eyelash Conditioner with a similar ingredient JMSR says is not found in prescription medications.

No safety concerns have been cited by the TGA, and the distributors assert they are fully satisfied with the safety studies provided by JMSR.

Until the regulatory issues are dealt with, the product will be unavailable in Australia. **Contact: Erase Products (03) 9509 9526 or visit [www.janmarini.com](http://www.janmarini.com)**