

## Circle of Champions



WINNER'S  
THE  
2006  
AWARDS  
ISSUE  
Celebrating the  
Year's Best in Beauty

## Breakthrough Products

OF THE YEAR



prestige | skin care

### FREEZE 24/7 ICE SHIELD FACIAL CLEANSER WITH SPF 15

*Being different propelled sales for one of the industry's newest stars.*

Freeze 24/7—the company that created the first “faux-tox” product—can add another notch to its innovation belt this year with the release of Ice Shield, the industry's first sunscreen-cum-cleanser. The brand burst into the beauty scene in 2003 with its Anti-Wrinkle Cream; since then, sales have grown to \$60 million. Not one to rest on its laurels, Freeze 24/7 broke new barriers this year with the launch of Ice Shield (\$48), a cleanser that not only washes the skin, but leaves behind SPF 15 protection. Retailers were wild about the combination. “They created a product the consumer didn't even know she wanted,” says Claudia Lucas, senior vice president and general merchandise manager at Henri Bendel. “Sunscreen will be such an issue in the next few years and Freeze understood this. People will buy it for the whole family—it's like the tube of toothpaste in the family bathroom.” **MEGAN MCINTYRE**

Her  
Can  
Iman's Quest  
or Mass Market  
Success

The  
Tastemakers  
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Face Facts  
A Spring Skin  
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