

Product-test la'ni

(product presentation November 2009)

The following companies have missed the target with „insufficient“ in „Ökotest“ 12.2009 because of the use of harmful substances such as: Peg, Mineral Oil, Paraffin, etc.

- Ysl Parisienne Perfumed Body Lotion
- Vera Wang Look Sheer Body Lotion
- Shiseido Advanced Essential Energy Body Revitalizing Emulsion
- Nina Soft Body Lotion
- Laura Biagiotti Roma Body Cream
- Lancome Magnifique Body Lotion
- Ji Sander Sun Smoothing Body Lotion
- Hugo Boss Orange Perfumed Body Lotion for Woman
- Clinique Aromatics Body Lotion
- KIn2U Her Skin Moisturizer
- Chloe Perfumed Body Lotion
- Chanel NO 5 Body Lotion
- Betty Barclay Beautiful Body Lotion

More information about the test can be found in Ökotest, issue 12/09

After October the 24th, 1929, the day of the Great Depression, the sales of cosmetics, especially lipsticks increased in the Western world.

The explanation was found in the simple fact that predominantly Women in difficult economic times like to indulge in a little luxury to demonstrate their prosperity to the outside world. Thanks to this so-called „Lipstick“ effect the cosmetics industry could – despite the economic crisis in Germany – generate an increase of 2.8% in 2009.

However, customers are more demanding than ever. USPs (Unique Selling Propositions) should now be – besides distinct design and fragrance – in particular quality and versatility. The days when consumers had their Day-, Night-, Sun-, Facial- & Body Cream standing next to each other in their bathroom are over.

Every year, there are tests and analysis of cosmetics in the well-known journals, reason enough for Cine Style to keep ahead of the spirit of the time and to test the beauty products for you thoroughly for the following ingredients:

- Glycerin** : removes moisture from the skin
- Long-chain parabens**: build up in fatty tissues
- Formaldehyde**: acts in high concentrations as a cytotoxin
- Ethoxylates**: cause wash-out effect and drying of the skin
- PEG**: can promote the skin's permeability to toxins
- Mineral oils**: Clog the pores and the skin can no longer breathe actively
- Phototoxic substances**: lead with tanning to skin irritation
- DHA**: can – at higher temperatures – lead to the formation of formaldehyde
- Nanoparticles**: the Federal Health Office warns of possible, not yet known risks

Manufacturer : Blue Hawaii GmbH
 Trabenerstrasse 25
 14193 Berlin-Grunewald
 Tel. 030 895 434 66
 www.bluehawaii.de / spirit@bluehawaii.de
 Country of manufacture : Deutschland
 Price : 35,90 Euro
 Price per ml : 0,1436 Euro
 Formaldehyde : Nein
 Nanoparticles : Nein
 DHA : No
 EO : No
 PEG : No
 Mineral : No
 Paraffin : No

Glycerine : No
 Halogenated organic compounds : No
 Polycyclic musk - compounds : No
 Perfumes that can trigger allergies : No
 Critical UV filters : No
 Animal testing : No
 Genetic engineering : No
 Child labor : No
 Phototoxic substances : No
 Fragrance : Yes (free of the 26 potential allergens)
 International Declaration : Yes (10 languages)
 Booklet : Yes
 Transparency: Yes (website in 10 languages, where all ingredients are explained)
 Dermatest : Yes (very good)

CINE STYLE Test-results :

◆ A successful performance for a newcomer company. La'ni is quickly absorbed, non-sticky, the sense of smell is decent, pleasant smelling and produces tangibly refreshed and soft skin. Blue Hawaii defines the product as an "Elixir."

◆ The flacon of 250 ml is sufficient for about 25 full body applications and – thanks to its highly concentrated ingredients and quality – lives up to its claim of being a „Elixir“, when compared to other commercially available creams or lotions.

◆ The versatility of the product, which can be used both as a day- or night-, but also as a sun- or facial care product has highlighted a new, young generation of „all inclusive“ products. If the product is applied straight before taking a sunbath, it not only protects against free radicals and dry skin, but also gives a fantastically beautiful complexion.

◆ In the test virtually no residual volume remained in the bottle, common are 15 to 30% percent.

◆ Particularly worth mentioning is the instruction leaflet, which is printed in a large, easy-to-read type size, and the very detailed and comprehensible international declaration in conjunction with an appealing product design.

◆ The Unique Selling Points such as "100% Made in Germany" and „Dermatest: „very good““ were just as convincing as the waiving of all substances of concern.

It remains to be seen whether after this start Blue Hawaii can achieve the almost too ambitious benchmark again with follow up products.

- Ingredients: very good
- Skin compability: very good
- Usage: very good
- Transparency and declaration: very good
- Consistency and fertility: very good
- Design and processing: very good
- Dermatest: very good

