

# Artemis Woman Eyes Wellness Category

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WESTON, CT— Two veterans of Remington Products Co., spurred on by the potential they recognized while seeking to build Remington's former wellness business, have launched their own company.

Artemis Woman, which supplies health and wellness products designed from the ground up for women, was the brainchild of managing partners Ann T. Buivid, and Lisa P. Kable, who previously worked together at Remington.

Artemis Woman offers products for women over the age of 40, who have "figured out, if I don't feel good, I don't look good," said Buivid.

The company presently ships a line of facial scrubs, called Healing Gems, which can work in conjunction with a microdermabrasian appliance,



**Products from Artemis Woman focus on wellness for women.**

which the company also sells. Also shipping is a salt crystal lamp designed to leverage the cleansing, restorative benefits of ionization.

Artemis Woman's products are currently available at health and beauty specialty supplier Ulta, Amazon.com and QVC. In terms of distribution, Artemis Woman is targeting various channels, from mass market to high-end specialty. Also a focus: spas, as well as natural-foods and alternative-health retailers.

At Remington Buivid and Kable worked together in the late 1990s in the company's personal care division, which included wellness. Buivid was the division's president while Kable served as marketing

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# Artemis Woman Targets 40-Plus Women With Wellness Assortment

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director. During their tenure, Remington began introducing products in key wellness categories, such as paraffin baths, foot spas and calming pools.

In 2002, Remington decided to exit wellness to focus on its core shaver products. "The emerging trends in wellness were 'New Agey,' and were not something a big corporation could wrap itself around," Buivid noted.

Stimulated by the potential they perceived in wellness—they sold 35,000 Remington paraffin spas in one day on QVC—Buivid and Kable decided to start their own company.

Health and wellness, including appliances and supplements, is a \$30 billion a year business, according to market research cited by Buivid. One prominent market in this category is facial care, and the fastest-growing segment of facial care is called health cosmetics, which include, for example, vitamin-rich lotions designed to offer both health

and beauty benefits.

"All the growth," said Kable, "is in the blending of health and beauty."

It is within this blending of health and beauty that Artemis Woman has set its focus. Core personal care suppliers also have been increasingly focused on the health and beauty category, specifically with products that combine lotions and appliances, which Artemis Woman also is doing, to help baby boomers combat the effects of aging.

Artemis Woman is seeking to carve a niche within this market by designing itself to "speak to women," something that core personal care appliance suppliers are not doing, according to Buivid and Kable.

In choosing a company name, Buivid and Kable latched onto "Artemis," who in Greek mythology is the goddess of the moon and the hunt. "She is powerful," said Buivid. "She lives alone in

the forest, on her own terms. We liked the imagery."

Such imagery is a major theme in Artemis Woman's advertising and marketing communication efforts. Crescent



*Personal Care vets Ann Buivid and Lisa Kable, co-founders of Artemis Woman.*

moons and purple-tinged forest backgrounds are part of the supplier's image. The theme of naturalness also plays a key role.

"All of our products are natural," said Kable. "They are

derived from natural scents and natural colors."

The natural theme is evident in the company's Healing Gems line, which includes facial scrubs that can be used with or without a handheld exfoliating/deep-pore cleansing appliance.

The scrubs, which contain finely ground gemstones, are available in Amethyst, Clear Quartz, Tourmaline, Rose Quartz and Topaz. Each scrub is said to infuse the skin with essential oils while also imparting certain properties inherent to the gem on which the particular scrub is based. For example, Amethyst is the "Spirit" scrub because amethysts are said to stimulate the subconscious and free the imagination.

The women worked with an outside lab to create fragrances that correspond to each gem's essential oils.

The scrubs can be utilized with the microdermabrasian

unit that features two speeds and various attachments for massaging, pore cleansing, brushing and sponging.

The relationship between the lotions and the appliance also helps differentiate Artemis Woman from other companies in this category, said Buivid.

"Cosmetics companies focus on cosmetics, appliance companies focus on appliances," she added. "We are trying to look at it as a complete system. For us, it is the Healing Gems concept that is driving the product."

The facial scrubs retail from \$15 to \$25, while systems featuring the appliance range from \$39 to \$80. (what appliance)

Artemis Woman also is shipping a Salt Crystal Lamp, a cored-out 10-pound piece of salt with a light bulb inside it. When the bulb is lit, it warms the salt, which releases negative ions into the air. Negative ions cleanse the air and counteract positive "bad" ions, said Buivid.

Suggested retail for the Salt Crystal Lamp is \$39.99.

