

What makes it unique: For years, the clinic's skin-care products were available only to its Rio clientele. They first became available in the U.S. last winter at Bergdorf Goodman and select Neiman Marcus stores. The line recently expanded to five more Neiman Marcus stores, including San Diego's Fashion Valley.

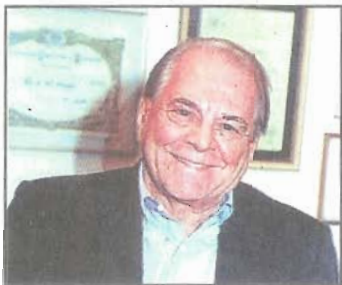
What you'll find: Nine products total — creams, serums, gels, an exfoliating powder and a face/neck mask.

Touted ingredient: "Uniquely developed extracts of the *centella asiatica* plant" (often used as a medicinal herb).

Price: \$115 to \$290.

Product name origin: "Previous" was chosen because of the products' "extraordinary restorative power."

Where to find: Neiman Marcus Fashion Valley and www.neimanmarcus.com; Bergdorf Goodman and www.bergdorfgoodman.com.



Dr. Ivo Pitanguy, 80, and his medical team developed a skin-care line that for years was available only to the clinic's Rio clientele.

Far from ordinary

New products have Rio, Napa Valley ties

Two lines — one luxury skin care, the other color cosmetics — are generating buzz in the beauty industry.

The skin-care line was developed in the revered Rio de Janeiro clinic of Dr. Ivo Pitanguy, largely considered the father of modern plastic surgery and a renowned philanthropist. Profiled by television news-magazine "60 Minutes," the posh facility founded in 1963 has long been a destination for young surgeons to learn and

train, as well as a "haven away from prying eyes" for the rich and famous. (The clinic also frequently provides free services for the poor.)

The cosmetics line was developed by Lydia Mondavi, of the well-known California winemaking family. She's no stranger to the beauty industry, having spent the last 10 years formulating products for the luxury spa market, in addition to designing and developing spas and resorts around the world.

— SUSAN SHRODER, INSTYLE EDITOR



29 COSMETICS

What makes it unique: First color cosmetics line with each product containing grape-seed extract, a byproduct of the winemaking process.

What you'll find: Foundations; lipsticks, lip liners, glosses and therapies; pressed powders, bronzers and blushes; eye shadows, liners, mascaras; mist atomizer.

Touted ingredient: Grape seeds are "one of the most concentrated forms of antioxidants" and grape-seed extract is "known for its protection against free radicals and pollutants."

Price: \$22 to \$52.

Product name origin: Route 29 is the picturesque road through Napa Valley wine country. (The products are actually formulated and packaged in Italy.)

Where to find: Neiman Marcus stores and www.neimanmarcus.com; www.29cosmetics.com.



Winemaker Lydia Mondavi has just launched 29 Cosmetics.