

CaFleureBon

NY NOW Winter Market 2022 Event Report + Best of Show Swag Bag Draw



NY NOW Winter Market 2022 at the Jacob Javits Center

NY NOW, held twice a year, February and August, brings together brands, designers, press, and qualified buyers to connect and discover a world of inspiration. The 2022 Winter Market was held on February 6-9, 2022, at the Javits Center NYC. The Show, divided into eight sections, Beauty+Wellness, Home Design+Tabletop, Baby+Child, Gift+Stationary, Luxury Lifestyle, Accessories, Accent on Design, and Accessories was held on the Main Floor. Covid protocols were in place with attendees instructed to fully comply with applicable CDC, state, and local health official guidelines relating to COVID-19 and all current health and safety measures and protocols. While there was no vaccine mandate, signs were posted at the entrances to mask up or depart.



The pandemic had the show scaled-down and was on one floor. With fewer international brands exhibiting in the Beauty+Wellness most were based in the USA. There were a few brands from prior shows and a good number of brands that launched during COVID. International travel restrictions still have kept many fragrance brands and distributors from exhibiting. One thing I noted is that CBD being fairly integrated across the board in many products is not so buzzy. **Most if not all of the brands products here are a combination of being all-natural, gluten-free, dermatologically tested, ethically sourced, paraben-free, latex-free, non-GMO, cruelty-free, no additives, no fillers, non-toxic, phthalate-free, and vegan.**



The Good Patch offers a variety of wellness products and hemp-infused patches for life's common ailments. Using tried-and-true ingredients that are plant-based and 3rd party tested for purity and quality the wearable wellness patches deliver sustained and steady benefits over 8-12 hours. Sold in retailers such as Target, Ulta, and Anthropologie, along with spas and boutiques. Created with one simple idea, when the people around you feel good, life is more beautiful.



Family-run business **Essence of Harris** is a Luxury Scottish candle and home living company that captures the rugged beauty and provenance of Scotland. New products that impressed, Horgabost Lemongrass & Ginger, Hand & Body Wash, Huisinis Pink Pomelo, Hand & Body Lotion, Losgaintir Coconut & Bergamot, Reed Diffuser, and Seilebost Black Pomegranate, Candle. Winners of 'Best Product' in the 'Beauty & Wellness' category at the **#NYNow** Awards. Bravo!

Pinch Me® Therapy Dough's creator **Nancy Rothner**, is a clinical hypnotherapist who specializes in stress reduction. Created as a simple, holistic, stress-reduction technique to be used anytime, anywhere. The aromatherapy-infused putty is designed to channel relief through the senses and was developed using the proven scientific methodology of color and scent as they relate to relaxation.

Joelle Flynn always dresses to impress and has just the right lipstick for her outfit but did not like what red wine did to her white teeth. She had a lightbulb moment and created a toothbrush+toothpaste in one that was reusable and recyclable, and able to refresh teeth on the go. Dana, CA lifestyle brand **FunkkOFF!®** was created with her childhood friend and brand marketing expert, Sonia Hounsell. Cheers!

Founded in 2015 in NYC by Hannah Turner, **Wax & Wane** candles was her way to pay homage to the outdoors of her home, the Pacific Northwest. Now based in Oregon, their scents are carefully curated with every candle hand-poured and mixed in small batches of just eight to ensure quality and attention to detail. They believe in using healthy and environmentally friendly ingredients.



San Diego, CA-based **KOA+ROY Massage Cubes** co-Founder Adriana Gluyas built the brand with a strong passion for sustainability, health, and wellness. Massage your body a body care cube will recharge you and provide a sense of relief from the combined powers of the natural ingredients. Each cube represents a tree planted. B CORP CERTIFIED. Kudos!



Always a big presence is Colorado-based **Margot Elena**. Their brands include **Tokyo Milk**, **Lollia**, **Library of Flowers**, **The Cottage Greenhouse**, and the new women empowered line, **Infinite She**. Each line has a separate identity and all are handcrafted and well-priced. Tokyo Milk launches the new Eau de Parfum Alchemy collection of six for Spring 2022.



Struggling with severe allergies and eczema Julie Clark began studying Aromatherapy, Holistic Health, Herbal Medicine, and Esthetics in Toronto, Canada where she formed the foundation of her skincare expertise and founded **Province Apothecary** skincare and Spa. Drawn to holistic healing and plant medicines she sources from each of the Canadian provinces, and the world to produce the best skincare products.



Orange County, CA-based Rammy Streit, and daughters Dagny and Athena started the Calm Me Company as a hobby using their own recipes to create hand-craft richly-scented candles, skincare, and body care products for friends and family. Success soon followed. Calm Me donates scented candles to doctors and nurses across the country to help relieve stress during the pandemic. Kudos!



Family-owned Cereria Molla 1899 is a brand with over 100 years of tradition which has passed from generation to generation and that is more vibrant than ever. Everything is still handmade. With craftsmanship making luxury personalized and scented candles by hand that impress I expect them to be around another hundred years.

Best of Show



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The Harper Group with over 20 years of distributing notable lifestyle brands, including home fragrance and perfume to discerning retailers across the country had large footprint at Winter Market Market with such notable brands as Antica Farmacista, LAFCO and Tocca.



Seattle, WA-based **Antica Farmacista** founded by Susanne Pruitt and Shelley Callaghan in 2003 focused on reaching high-end retailers and luxury hotels all over the world. This was the first brand to bring the home ambiance diffuser to the US market over a decade ago. Liana Robertshaw, Director of Sales introduced me to the new Desert Sage collection and Antica Facets, their first Personal Perfume Collection. Both are olfactive delights. They launch in Spring 2022.



Founded in 1992 by **Jon Bresler**, **LAFCO New York** is a pioneer in the natural-luxury fragrance market. Two new offerings for Spring are the **Jungle Bloom** candle (wonderful green and floral scents) and the **Absolute Candle Collection** of six which are one-of-kind works of art that are handblown to harnesses the power of highly concentrated fragrance oils known as absolutes.



Tocca means “touch” in Italian, and TOCCA’s luxurious products aim to add an exquisite touch of beauty to your life. TOCCA’s earliest scent was created in 2006 and the most recent in 2021. Their fragrances are made in collaboration with perfumers **Sonia Constant**, Ellen Molner, and James Bell. The house has over 25 in the collection. Look for a new fragrance to launch in late Spring, 2022.



Indienow | NY NOW is a platform for showcasing emerging wellness and beauty brands. Discover these emerging collections now and be in the know.



President Wilhelmina Kids & Creative Management at Wilhelmina Models and author of beauty and health books, Marlene Wallach founded New York **Gleem Beauty** with her belief that aloe vera holds the secret to beautiful skin. The brand stands out from 99% of products on the market with 100% clinical-grade organic aloe vera in each product that includes moisturizers and masks. Gleem Beauty is clean beauty.



Arizona-based **My Little Mascara Club** Founder Christie Kerner's mission is to deliver a plant-based smudge-proof, packed with clean ingredients, in just the right size for a fresh, clump-free mascara. Cruelty-free and vegan. Many mascaras claim to be clean few are. With a Think Dirty® rating of "Zero Dirty", she beat out all the well-known brands (you know who they are). Mascara removal products are available.



Shivangi Tripathi was born in India and raised in Canada. Her mother preserved holistic Ayurvedic teachings and traditions like hair oiling. This ritual brought upon a 15-year long career in hair care. Shivangi studied Ayurvedic teachings and soon founded Mata Ayurveda. She offers consultations and a line of hair oils.



Maryland-based **Sixth & Twelfth** was founded in 2020 by fragrance lover and self-care enthusiast, Kira Kenny. What was a small hobby is now a full-time business. The sensual, yet sophisticated candles are paired with eco-friendly crackling wooden wicks. The all-natural; lead-free cotton wicks have an au natural coconut wax blend. Kira's mission is to bring a piece of luxury into every home.

The Summer 2022 Market will be held on August 14-17, 2022, at the Javits Center NYC.

-Hernando Courtright, Senior Event Contributor and Brand Ambassador.

All photos of NY NOW 2022 Winter Market by Hernando Courtright© for ÇaFleureBon



Thanks to Essence of Harris, The Good Patch, Tocca, My Little Mascara Club, Koa + Roy, Gleem, and FunkkOFF!® for contributing to our NY NOW Winter 2022 Gift Bag. Open for one **registered reader** in the USA. Be sure to register or your comment will not count. To be eligible please let us know what appeals to you about Hernando's Winter 2022 Market Event Report. Draw closes on 2/25/2022.