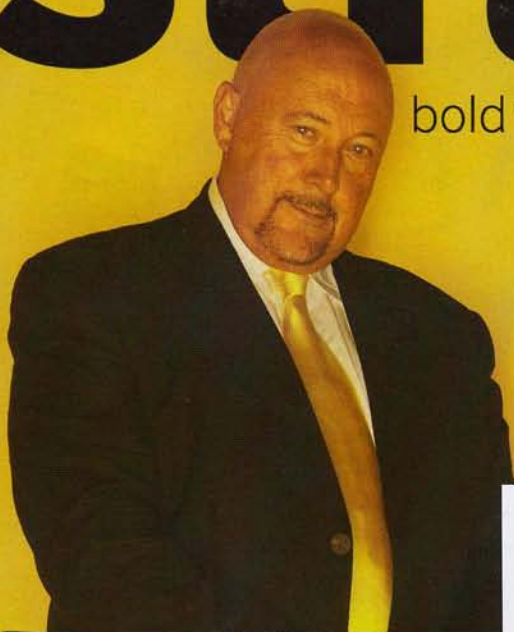


strategy™

bold vision **brand** new ideas



Above: Bondar with Scott Wolf at glam charity event; Right: the cosmetic version of "the little black dress"

– unfailingly elegant, simple

it's the only thing you can do with cosmetics because reputation is built on editorial – ads don't work except for the big guys."

Bondar recently hired a publicist and FACEatelier has been featured in local magazines and newspapers such as *Calgary Avenue*, the *Herald* and *Alberta Venture*. The product is also on shelves in two retail locations, Kiss & Make-up in West Vancouver and Hedkandi in Calgary.

Perhaps what is most refreshing about Bondar's approach is that she doesn't rely on negative marketing, like so many other beauty brands. She's not telling women how to



INNOVATE BETTER
why you need to think like
your customer

BEYOND 30
using TV in a really
dead clever way

THE BETTER WAY TO **INNOVATE**

◀ By Lisa D'Innocenzo ▶

Battling to beat your competition to the shelf with the latest in product innovation?

