

## BANKING/ FINANCE

# Men's Makeup Goes Mainstream With Rollout at 2,000 CVS Locations



SHUTTERSTOCK

CVS, the country's largest drugstore chain, is making the biggest bet on men's makeup in the U.S. yet, by adding a cosmetics line from Stryx, a brand launched last year, to 2,000 stores (about a quarter of its total).

by Gerald Porter Jr.

Men's makeup is going mainstream in America.

CVS, the country's largest drugstore chain, is making the biggest bet on the category in the U.S. yet, by adding a cosmetics line from Stryx, a brand launched last year, to 2,000 stores (about a quarter of its total). The retailer is giving more legitimacy to a small, but growing, group of products that had mainly been sold through high-end stores.

With this move, CVS likely has potential customers such as Max Belovol in mind. The 23-year-old grew up wearing dazzling eyeshadows and foundation for figure-skating competitions, but didn't become truly comfortable with wearing makeup during work until the coronavirus lockdown.

"It's a Zoom effect," said Belovol, a law student based in Atlanta, who prefers concealer and its subtle look. "People don't have to worry about how they look at work. You can paint your nails, and nobody on the Zoom call is going to know."

Belovol is part of a growing shift—about one third of U.S. men under 45 said they would consider trying makeup, according to a survey by Morning Consult in September. Chalk it up to quarantine boldness, like Belovol, and the continued evolution of traditional masculinity that has already created a \$9.3 billion U.S. men's grooming and skincare market.

"It's simple for cosmetics—men are a growth industry," said Ben Parr, co-founder of marketing firm Octane AI, who points to the millennial generation's embrace of men wearing makeup as a major catalyst. "You're seeing that impact starting now."

Getting into a nationwide chain marks a quick ascent for Manhattan-based Stryx. Just three years ago, 25-year-old Devir Kahan woke up on his wedding day with a pimple and couldn't find a quick fix. The episode convinced him that he'd discovered an underserved market—guys looking for a product to make their skin look better, especially during a breakout.

Kahan co-founded Stryx in 2017 and has raised about \$1 million from investors, including venture firm XRC Labs. Now its concealer tool (\$19.99) and a new gel cleanser (\$11.99) will be in

CVS locations alongside shaving cream and razors. It's the "ultimate validation," said Kahan, also chief executive officer of Stryx, and will help normalize a stigmatized practice that's flown under the radar for years.

"It's not about a full face of makeup or color," Kahan said. "We're talking about improving blemishes, fixing up under-eye bags, a zit—all these sorts of things."

For decades, men's grooming in the U.S. equated to having a tight shave free of cuts and razor bumps, a practice that revolved around just two products: shaving cream and after-shave from giant brands, such as Gillette and Old Spice. That *Mad Men*-era mentality began fading at the turn of the century when more men embraced fashion and skincare. The term metrosexual went mainstream.

In response, brands introduced a broader array of products, spanning wrinkle creams, moisturizers and hair serum. The market has grown about 13% over the past five years. However, revenue is projected to decline by 1% in 2020 due to softer razor sales as beards remain popular, according to Euromonitor International.

In the U.S., where male ruggedness is part of the country's DNA, online search data shows a surging interest around men's cosmetics. Queries for "male makeup looks" jumping almost 80% in April compared to about about a year ago, according to data from market analytics firm Moz. Other top requests include "covering redness," "hiding acne" and "hiding bags under eyes." America appears to be catching up to other countries, like Japan, where there are fewer taboos around men wearing makeup.

Makeup is a "natural extension" of men enhancing their beauty regimens over the past two decades, according to Parr, the marketing executive. It's also bound to gain popularity, as society continues moving away from gender norms, he said.

"Men's grooming has seen incredible growth during this stay-at-home period," CVS said in a statement. Adding Stryx is part of a strategy to go after that market by bringing in more emerging brands that focus on guys. "Men are a top customer focus at CVS Beauty."

Gerald Porter Jr. reports for Bloomberg News.



## CITY OF DORAL

## NOTICE OF PUBLIC HEARING

All residents, property owners and other interested parties are hereby notified of a **VIRTUAL ZONING WORKSHOP** on **Thursday, July 9, 2020 at 10:00 AM** with the applicant(s), administration and City staff participating via video conferencing.

Governor DeSantis' Executive Order Number 20-69 and Extension 20-150 suspended the requirements of Section 112.286, Florida Statutes and the Florida Sunshine Law, that a quorum to be present in person, and that a local government body meet at a specific public place. The Executive Order also allows local government bodies to utilize communications media technology, such as telephonic and video conferencing for local government body meetings.

**Public Comments:** members of the public that wish to provide comments may do so by emailing the City Clerk at [cityclerk@cityofdoral.com](mailto:cityclerk@cityofdoral.com). Comments must be submitted with your name and full address by **Wednesday, July 8, 2020**. The comments will be circulated to the administration, as well as remain as a part of the record for the meeting.

The following application will be considered:

**HEARING NO.:** 20-07-DOR-04

**APPLICANT:** Melissa Tapanes Llahues, Esq. on behalf of Florida Fine Wine and Spirits, LLC (The "Applicant")

**PROJECT NAME:** Total Wine and Spirits

**PROJECT OWNER:** 1635 NW LLC

**LOCATION:** 1635 NW 107 Avenue, Doral, FL 33172

**FOLIO NUMBER:** 35-3032-008-0111

**SIZE OF PROPERTY:** Approximately 73,218 square feet in size

**PRESENT LAND USE:** Business

**PRESENT ZONING:** Commercial Corridor District (CC)

**REQUEST:** The Applicant is requesting a special exception pursuant to Section 78-184 of the City Code ("the Code") to allow a package store within 2,500 feet of a place of worship or educational facility. In addition to the retail sale of wine, beer and spirits, Total Wine offers classes and in-store tastings to expand their customers' knowledge through events led by store team experts, winemakers, brew masters, master distillers and industry professionals.

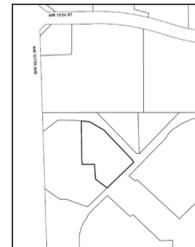
**LEGAL DESCRIPTION:**

All that certain real property located in the City of Doral, County of Miami-Dade, State of Florida, and described as follows:

Being a part of Tract A, according to the Plat of MIAMI INTERNATIONAL MALL PROPERTIES, as recorded in Plat Book 117, Page 84, in Section 32, Township 53 South, Range 40 East, of the Public Records of Miami-Dade County, Florida:

COMMENCING at a pipe in concrete marking the Southwest corner of said Section 32; thence run North 01° 43' 13" West, along the West lone of said Section 32, a distance of 2644.15 feet; thence North 89° 38' 52" East, a distance of 89.03 feet; thence South 01° 43' 13" East, a distance of 157.41 feet; thence North 43° 16' 47" East, a distance of 104.65 feet; thence North 88° 16' 47" East, a distance of 115.08 feet; thence South 80° 02' 25" East, a distance of 72.97 feet to the POINT OF BEGINNING; thence continue South 80° 02' 25" East, a distance of 29.87 feet; thence South 56° 40' 50" East, a distance of 102.84 feet; thence South 45° 00' 00" East, a distance of 293.65 feet; thence due South, a distance of 15.00 feet; thence South 45° 00' 00" West, a distance of 222.53 feet; thence North 45° 48' 14" West, a distance of 91.08 feet; thence North 02° 01' 09" West, a distance of 104.58 feet; thence South 88° 16' 46" West, a distance of 88.40 feet; thence North 01° 43' 06" West, a distance of 276.42 feet, said line lying in part along the east face of an existing concrete block demising wall, to the POINT OF BEGINNING.

Said lands lying and situate in the City of Doral, Miami-Dade County, Florida.

**Location Map****ZONING WORKSHOP PROCESS:** The zoning workshop consists of two sessions:

1. **First Session.** The first session of a zoning workshop shall provide a forum for members of the public to learn about proposed developments within the city. Developments may be presented to the public simultaneously, in several locations within the meeting site. During this session, members of the public are encouraged to ask questions and to provide feedback to the applicant about the proposed development. The applicant shall provide visual depictions, such as renderings, drawings, pictures, and the location of the proposed development. In addition, representatives of the applicant shall be available to answer questions that members of the public may have about the proposed development. The members of the City Council shall not be present during the first session of the zoning workshop. No meeting shall start before 6:00 PM Eastern Standard Time and shall take place at a time and date to maximize public participation.

2. **Second Session.** The second session of a zoning workshop shall provide a forum for the City Council to learn about the proposed developments discussed at the first session of the zoning workshop. No quorum requirement shall apply. Developments shall be presented by the applicants sequentially, one at a time, for the City Council's review and comment. The applicant shall again present visual depictions of the proposed development. In addition, the applicant shall be available to answer any questions that members of the City Council may have about the proposed development.

**No quorum requirement shall apply nor will any vote on any project be taken, but roll call will be taken, as it is a publicly noticed meeting.**

Information relating to this request is on file and may be examined in the City of Doral, Planning and Zoning Department located at **8401 NW 53rd Terrace, Doral, FL 33166**. Maps and other data pertaining to these applications are available for public inspection during normal business hours in City Hall. Any persons wishing to speak at a public hearing should register with the City Clerk prior to that item being heard. Inquiries regarding the item may be directed to the Planning and Zoning Department at 305-59-DORAL.

Pursuant to Section 286.0105, Florida Statutes If a person decides to appeal any decisions made by the City Council with respect to any matter considered at such meeting or hearing, they will need a record of the proceedings and, for such purpose, may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. This notice does not constitute consent by the City for introduction or admission of otherwise inadmissible or irrelevant evidence, nor does it authorize challenges or appeals not otherwise allowed by law. In accordance with the Americans with Disabilities Act, all persons who are disabled and who need special accommodations to participate in this meeting because of that disability should contact the Planning and Zoning Department at 305-59-DORAL no later than three (3) business days prior to the proceeding.

**NOTE:** If you are not able to communicate, or are not comfortable expressing yourself, in the English language, it is your responsibility to bring with you an English-speaking interpreter when conducting business at the City of Doral during the zoning application process up to, and including, appearance at a hearing. This person may be a friend, relative or someone else. A minor cannot serve as a valid interpreter. The City of Doral DOES NOT provide translation services during the zoning application process or during any quasi-judicial proceeding.

**NOTA:** Si usted no está en capacidad de comunicarse, o no se siente cómodo al expresarse en inglés, es de su responsabilidad traer un intérprete del idioma inglés cuando trate asuntos públicos o de negocios con la Ciudad de Doral durante el proceso de solicitudes de zonificación, incluyendo su comparencia a una audiencia. Esta persona puede ser un amigo, familiar o alguien que le haga la traducción durante su comparencia a la audiencia. Un menor de edad no puede ser intérprete. La Ciudad de Doral NO suministra servicio de traducción durante ningún procedimiento o durante el proceso de solicitudes de zonificación.

Connie Diaz, MMC

City Clerk

City of Doral

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