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PULSE

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A New Pitch to Swallow

These days, the message seems to be, Look good, feel good — in that order. Even vitamins have entered the beauty arena, popping up at high-end cosmetics counters with new packaging that touts their cosmetic benefits over their health benefits.

At Saks Fifth Avenue, the AVC (for American Vitamin Company) Wellness line includes sleekly packaged Antioxidants (\$33 for 90 tablets) and Fitness vitamins (\$29 for 90 tablets). And in March, ConvenienC2000, an effervescent vitamin C wafer that works like an Alka-Seltzer, will be reintroduced as Pro Collagen. While the product remains the same, its new labeling will pitch its claim to spur collagen growth, as opposed to merely warding off pesky flu symptoms (\$6.99 for a roll of 20, from www.performingscience.com). For Fashion Week, the Marilyn Model Management agency included rolls of ConvenienC2000 in the 500 model-comp-card packages it sent to show bookers, editors and designers. Well, that's one way to counter the aging process as you wait for the shows to start.

