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Revlon, Q3 2008 Earnings Call Transcript

Question-and-Answer Session

Operator

(Operator Instructions). Our first question comes from the line of Todd Harkrider with Goldman Sachs.

Todd Harkrider - Goldman Sachs

Yes, thanks for taking my call.

David L. Kennedy

Good morning Todd.

Alan T. Ennis

Hello Todd.

Todd Harkrider - Goldman Sachs

Since the new product introductions since (inaudible) starts there, you know you've had a steady launch of new products that resonated with the consumers for some time now and it looks like you have another strong line for early 2009. But how do we get comfortable that next year's products will just be as successful as the last several years?

Are you reinvesting more on R&D? Is there a different process that the organization follows today than in the years' past? Or can you provide some color on why you think the Revlon will continue to maintain or grow its market share profitably?

David L. Kennedy

Well Todd, first of all, as you know in our strategy and the way we've articulate our strategy, our focus is ready on the key drivers. And the key driver, we believe and we've said this many times before is the introduction of a competitive level of new products every year for the color cosmetics brand Revlon and Almay.

And with that we began back at the end of '06, to accelerate the development of new products. We saw some of there in '07, we saw what we believe to be is a very good line up and its has been proven to be a very successful line up of new products for 2008, both in the first half and the second half.

So, what we've done to ensure that we can sustain that is first of all, ensure that we stay on strategy, two we've got processes, we've got the capability both within our product development group as well as our marketing group, as well as our R&D group to do that.

And so I believe that the proof really is what you've seen is a steady build and a successful new product line for our brands. So, '07 was a solid new product line, '08 was even better and we believe that we've got a very good and strong new product line up for 2009 ,including both first and second half launches.

And again let me just remind you that the strength of the Revlon brand really drives this company sales and drive this company's profitability around the world. I would also say that in terms of what we know about, our 2009 new products to date is that they've been sold in to retailers in the U.S. and around the world and we've received a very positive feedback from all of those retailers.

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