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## Neiman Marcus snags exclusive on luxury beauty vet's mushroom-based skincare brand

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*True to its name, the Neon Hippy line presents earthy ingredients in brightly colored packaging. Image credit: Neon Hippy*

By LUXURY DAILY NEWS SERVICE

U.S. luxury retailer **Neiman Marcus** is letting stateside consumers in on one of nature's longest-held secrets.

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Powered by a proprietary mushroom complex, luxury skincare line Neon Hippy makes its exclusive debut with the retailer this month. Having spent decades developing prestige beauty brands at companies such as U.S. department store Nordstrom and LVMH-subsidiary Benefit Cosmetics, founder Nicole Ostoya is tapping into her industry know-how for the launch.

"Ask any mycologist what mushrooms can do for the skin," said Ms. Ostoya, founder of Neon Hippy, in a statement.

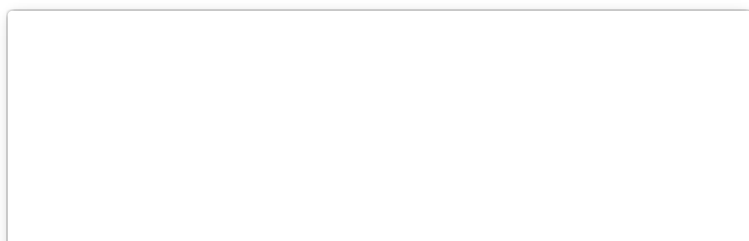
"Taken singly, these mushrooms are quite effective."

Neon nature

Shiitake, Reishi, Chaga and Tremella are among the list of derivative ingredients that comprise Neon Hippy's formulations, each backed by a blend the brand is calling the "7 Shroom Complex."

Besides the founder's own innovative history, Ms. Ostoya has called upon the expertise of chemist and Filipino entrepreneur Florence Nacino to develop the products.

"Tramella holds 500 times its weight in water, but together in our proprietary 7 Shroom Complex they perfectly feed, moisturize, repair, reduce inflammation and transform the skin," Ms. Ostoya said, in a statement.



[View this post on Instagram](#)

A post shared by Neon Hippie (@neon.hippie)

All-natural offerings include the Neurolux Peptide Cream, Neon C, Aura Cleanse, Super Luxe Face Oil, Electric Flower Serum, Cosmic Concentrate and Lucid Lip.

Ranging in price from \$25 to \$125, the seven-piece collection hit shelves across the U.S. on Feb. 19.

All are now available for purchase from select Neiman Marcus retailers and online at both Neiman Marcus' and Neon Hippie's sites.

Neon Hippie's department store distributor has honored a few other industry titans as of late.

Last week saw the rebranding of the Neiman Marcus Awards, which were originally established in 1938. Now called the NM Awards, this year's honorees include Loewe creative director Jonathan Anderson, footwear designer Amina Muaddi and veteran Italian designer Brunello Cucinelli ([see story](#)).

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