

The green tide



International cosmetics trends

Foto: Aveda

■ **1. What, in your view, are the cosmetics trends that will set the tone for 2009?**

Karin Maier: Natural cosmetics is already a real trend-setter and in my opinion will continue to be a key factor in 2009. More and more cosmetics manufacturers are expanding their production capacity in this area. The debate about establishing a unified certification system for natural cosmetics is still in full swing and the use of the expression 'natural cosmetics' is still not subject to any kind of legislation. I think we can also expect some news in this area.

As well as the desire for natural care, consumers will also show a growing interest

in wellbeing treatments that promise relaxation and a 'special kind of experience'. The word 'wellness' may well be over-used, but it does still accurately describe the thing that more and more people are seeking - and which more and more cosmetics manufacturers are offering.

And of course, in 2009 'anti-ageing' will continue to be a major factor. The industry's workhorse is extremely versatile, with manufacturers going for high-tech actives, nano-cosmetics and even the use of equipment aimed at making the skin look younger, all of which will be among the industry's trend-setters.

Angelika Meiss: Wherever we look we will see natural cosmetics continue down

the road to success in 2009. Even last year there was no stopping the trend.

As a result of demographic changes, anti-ageing is also a booming market. It too has grown enormously in the last few years. Multi-functional products, which we are already familiar with from the sun-care sector, are another trend; examples being sun protection with anti-ageing, skin care or anti-cellulite active ingredients.

In colour cosmetics there is a clear demand for multi-functional products. Examples here are lipsticks with special skin care ingredients that also make lips look fuller. Make-up with a moisturising action that also has skin-firming properties is very much in demand.

Another trend is the move towards individually-tailored products. In this area Revlon have already launched the Custom Creations make-up with individually adjustable colour nuances. The user can choose from five different colour tones, depending on whether her skin is paler in winter or more tanned in summer. In this way the consumer can save the cost of buying five different make-ups in different colours. Avon's Anew Rejuvenate anti-ageing moisturising cream with the 'Dial a Glow' adjustable self-tanner is a move in the same direction. The multi-functional product with an anti-ageing action and UV protection is a self-tanner that can be individually dispensed in any one of four

Karin Maier: Natural skin care and cosmetic products that are manufactured in an eco-friendly way appeal mainly to the so-called LOHAS consumers. This relatively affluent consumer group sets great store by health and sustainability. They value what has, in recent times, been called a 'Lifestyle of Health and Sustainability' - in short LOHAS. By sustainability they mean socially responsible and environmentally-aware behaviour. It is a lifestyle whose beauty and pleasure should not be, and need not be, restricted by its natural quality. Holistic treatments with colours, fragrances and 'green' products are therefore very well received by this target consumer group. In our ageing

ber of clinically measurable parameters such as hormone level, cholesterol level etc. play a part.

■ **3. Which trends from the recent past will definitely be 'out' in 2009?**

Karin Maier: Beauty has so many aspects - as many aspects as there are people. And almost none of those people are totally satisfied with their appearance. Over the years the 'problems' stay the same, i.e. flaccid skin, wrinkles, rings around the eyes, cellulite etc. This means that none of the ways of reducing, or even completely eliminating, these problems are really 'out'. Formulations, active ingredients and treatment concepts will simply undergo further development, and be adapted to make use of the latest scientific findings.

Angelika Meiss: Wellness, the megatrend which has been with us for years, has developed within the 'natural' trend. After all, what people want from natural products is to be able to pamper themselves and do themselves some good. The term 'wellness' is now so overused that signs of boredom are beginning to creep in.

■ **4. Are there any new or speculative actives that are, or could be, particularly sought-after and which could create additional demand?**

Just like in any industry, an important key to success in cosmetics is innovation - creating new markets and offering something unique. Some innovations establish themselves as trends, others even affect other consumer sectors. The tanning business is one such sector. We asked two experts from the Health and Beauty media group, Karin Maier and Angelika Meiss, about current trends in the cosmetics business. Natural cosmetics, anti-ageing and nano-ingredients will be the factors that drive tomorrow's sales.

doses and mixed with the moisturiser so that the tanning effect can be slowly increased in a natural-looking way.

■ **2. In which areas will these trends be most noticeable?**

Angelika Meiss: The natural cosmetics trend cuts across all areas of the business, from the mass market to the real luxury sector. Even in health food shops natural cosmetics products are being offered with increasing frequency. In 2007 natural cosmetics, including quasi-natural cosmetics, reached worldwide sales of 983 million Euros, which is equivalent to about eight percent of the total cosmetics market. This represents an increase of 23.6 percent over 2006.

society the size of target customer groups for all kinds of anti-ageing products and treatments will grow rapidly. The spread of potential customers is enormous, because the first signs of ageing become visible at about 40 (for men it is a few years later...). Many people start then, at the latest, to work on their external appearance. The demand is for anything that promises success, i.e. that promises to keep the user attractive-looking and fit. In addition to special skin care preparations and methods, this includes relaxation techniques, fitness training, clearly-targeted nutritional supplements and lots more. The trend is known as 'medical beauty', where, in addition to straightforward beauty care, an increasing num-

The natural cosmetics trend cuts across all areas

Karin Maier: Last year a highlight amongst active substances, in the truest sense of the word, was gold. The precious metal became a star ingredient in numerous products and formed a basis for luxury treatments, some of which included a glass of champagne with particles of gold to elegantly round things off. Also a strong trend is the use of plant-based actives of exotic origin and with nice-sounding names such as lotus,

cupuassu and Peru lily. Greetings from the virgin forest!

In the field of active ingredients many manufacturers are going for the so-called Botox alternatives. Peptides such as Argireline are said to relax the mimic muscles and so reduce wrinkles. Other important aids to anti-ageing are phyto-hormones, i.e. plant extracts with a hormone-like action. These will all be with us throughout the coming year, and will be joined by one or other of the new stars in the galaxy of active substances. The natural world, including the oceans, is an inexhaustible source available to a creative cosmetics industry.

tainability', 'biodegradability' and 'carbon footprint' (i.e. total energy consumption and related CO2 emissions during manufacturing) play a key role. Also, according to the Mintel Market Research company, a survey in the UK showed that 40% of consumers between the ages of 25 and 34 find the idea of refill packs quite appealing, whereas in the past refills have experienced a very low level of consumer acceptance.

■ **6. Which, for you, will be the meta-trends or megatrends that will have a real impact on the cosmetics business over the next five years?**

reaching its peak. Something that just a few years ago had a dusty, 'muesli-and health-food-shops' image, that was enjoying sales growth but limited to its niche market, has now taken off as a many-faceted trend that will be with us for years to come. Whilst at one time natural cosmetics were also associated with rather ascetic packaging, the LOHAS consumers don't regard natural products as a form of self-flagellation, but expect to be able to enjoy nature and lifestyle products to the full. Hence brands such as Care by Stella McCartney and Advanced Marine Biology by La Prairie are fully in tune with the concepts of 'green glamour' and 'ecoluxury'. Luxury natural cosmetics products that look like conventional luxury products are but one aspect of the natural trend. Equally sought-after are formulations that also look natural, i.e. that are not gleaming white, that contain small particles, and do not smell quite as perfect as conventional cosmetics products. Here too the products should have a lifestylish appearance.

On the other hand natural cosmetics are popping up like mushrooms all across the mass market sector. Hard discounters such as Lidl and Aldi have demonstrated how niche markets with eco-certified cosmetics can be brought into the mainstream. It is also increasingly common for established traditional brands to introduce line extensions in the form of bio-variants. However, because the term 'natural cosmetics' is not clearly defined in law any manufacturer can make wonderful claims using words such as 'natural' and 'organic'. Interestingly enough the use of the term 'organic' in relation to food has been officially regulated since 1991. The development that is currently seeing the market flooded with natural cosmetic products is a source of particular irritation to traditional manufacturers of such products. They maintain genuinely high standards, either certifying their products themselves in line with their own defined criteria, or having them certified by Ecocert, BDIH or, in the near future, by NaTrue.

An exciting new concept is nano-cosmetics

Angelika Meiss: Products that protect the skin not only from UV-B but also from UV-A radiation will gain in importance. In addition hardly a day goes by when there is not some new alternative to a conventional ingredient being launched onto the market. So the 'natural' theme will be of major importance in this respect.

■ **5. What directions are being taken by the trends in packaging, product design and combinations of actives?**

Angelika Meiss: The natural cosmetics trend has now also impacted on the packaging business. Expressions such as 'sus-

Karin Maier: An exciting concept, that we are sure to see more of during the next five years, is nano-cosmetics. The tiniest of particles are used in the product formulation as a carrier for the active ingredient. They are claimed to provide the skin with active substances in a highly targeted way - substances that, for example, support skin regeneration and help the skin to retain its natural function for as long as possible. The efficacy of cosmetics can be tremendously increased and the action of skin care preparations intensified.

Angelika Meiss: The whole concept of natural cosmetics is a long way from

Our experts:

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Angelika Meiss, qualified translator and PR speaker, was editor of the Parfümerie und Kosmetik trade magazine from 1997. In 2000 the magazine was merged with Aerosol and Spray Report to form COSSMA, the international trade magazine for the cosmetics' manufacturing industry. Angelika Meiss has been senior editor since that time.
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