

Belinda Carli, Director Institute of Personal Care Science about trends and news on the personal care market



Belinda Carli

EURO COSMETICS: *The skin care market is and will remain the most important sector worldwide. What's trendy here?*

Belinda Carli: Last year we saw a lot of multi-functional 'functional' materials launched to enhance the sensory and stability aspects of a formulation. Now we are seeing more and more multi-functional 'actives' being launched to improve the efficacy of products. Consumers continue to expect more from their products; multi-functional actives are the way to provide a solution.

EURO COSMETICS: *Male consumers have discovered the cosmetics market and their role is becoming increasingly*

important. What can you tell us about this and where is the trend heading?

Belinda Carli: Men are definitely noticing the difference that good personal care can make to their grooming and skin, but products for men need to address their specific needs and must have 'simple' messages to be purchased. If the message is too complicated, many men find selection too hard and put it off. They also need to see the benefits of the products much more rapidly than women to keep using them. For example, men want to see visible pore reduction or sebum reduction within days of use, while women will be prepared to wait 28 days or more to see anti-ageing or skin lightening results.

EURO COSMETICS: *Anti-aging products for the aging population. What does the industry offer this target group?*

Belinda Carli: We're seeing a lot of amazing launches in this area incorporating advanced science such as biotechnology fermentation, peptides and plant stem cell extracts. These materials and other popular anti-ageing actives work on rebuilding the epidermal matrix through various means which gives a dramatically visible younger appearance. We're also seeing other materials launched to ensure delivery of active materials to the basale layer of the epidermis so consumers will get the results they are being promised from these actives.



EURO COSMETICS: *Products that address consumers' senses are becoming more popular. They are supposed to make a contribution to improving mood or relieving stress. Is this trend still increasing?*

Belinda Carli: Absolutely – it has been clinically proven that the way a consumer 'feels' when a product is applied can have a big impact on their perception of a product. Consumers who enjoy the feel of their products during application will inadvertently use them longer – long enough to get realistic results. It will also make them more loyal to a product if they get sensory pleasure from using it. We're also seeing a lot more materials being launched to provide this sensory enjoyment!

EURO COSMETICS: *What new textures will be offered in skin care?*

Belinda Carli: Already we've seen heavier foundations turn to lighter 'BB' and 'CC' cream textures, as well as 'air cushions'; we're also seeing a trend



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from creams to 'gel creams' and a rapid growth of oily gels that wash off easily. It appears the trend is toward lighter feeling products without losing their efficacy or hydration benefits. There have been some interesting, albeit hardly noticed, materials that enable 'waterless' formulating – new sensory textures such as 'solid' creams and 'waterless' hair care. Whether these trends will continue to grow will rely on clever formulation to give consumers a satisfactory sensory and performance based experience.



EURO COSMETICS: *How is the industry addressing consumers' desire for natural anti-aging ingredients?*

Belinda Carli: There are so many natural ingredients now available that have fantastic in vivo results for really great marketing claims. Several raw

material companies are also investing heavily in exploring exotic regions of the world or pristine oceans to bring us rare, new and different materials for more interesting marketing stories. We're also seeing more biotechnology based materials – an incredibly sustainable way of producing natural materials which is also really appealing to consumers.

EURO COSMETICS: *Adolescents are a not-insignificant target group that is placing more value on their external appearance. How is the cosmetics market reacting to this and what must be considered here?*

Belinda Carli: Keeping up with the fads of this consumer group is the biggest challenge; they tend to follow the activities of young celebrities. A product formulated for this market can therefore be a huge hit or a remarkable flop, and there is always something 'new' for this market to explore, so their brand loyalty is quite low – it's a constantly changing target market to chase but definitely one using more product than they previously ever have!

Thank you for the conversation. ■

