

Creative Solutions and Social Media for Beauty Trends of Tomorrow

A conversation with Fabienne Bizeray,
Global Strategic Marketing Leader
Sun and Skin Care, Dow



Fabienne Bizeray is the Global Strategic Marketing Leader for Dow Home and Personal Care Solutions, with primary responsibilities in Skin & Sun care markets. In this role Fabienne is leading the development and implementation of the global marketing plan, with special focus on sustainability, innovation and digitalization. Fabienne has a wealth of experience and knowledge in the personal care industry and has been holding expert and leadership positions for more than 20 years.

EURO COSMETICS: *You offer trend-oriented beauty and personal care products with innovative formulations and ingredients. At in-cosmetics global in Paris, you will present your first bio-based hair fixative and a planet-savvy film former in order to set new trends with regard to sustainability. Please tell us a bit more about this.*

Fabienne Bizeray: There is a strong theme of sustainability weaving through our newly launched solutions at in-cosmetics and Dow is reaching out to personal care brands that want to engage with increasingly eco-conscious consumers. Sustainability is encompassing a lot of different criteria and can be tackled using very different angles, from proposing a 100% bio-based high-performance hair fixative to launching a new hybrid film former that helps create more affordable care products. At Dow we have the ambition to work on multiple aspects of sustainability in collaboration with our customers. With “inclusion” being one of the 17 United Nations

sustainability goals, affordability is one kind of positive difference we seek to enable.

EURO COSMETICS: *How can formulators and consumers profit from this?*

Fabienne Bizeray: At in-cosmetics we invite the industry to work with us in creating a positive impact on the world. Consumers are increasingly focusing on the sustainability attributes of everyday products. However, end-users are often confused by the profusion of natural certifications and labels. To this end the industry has been working on the ISO 16128 norm for a while in order to establish a set of common definitions for natural, organic and naturally derived cosmetic ingredients. At the same time, cosmetic producers are developing their own scoring metrics to assess the sustainability profiles of their products. These and other trends are driving demand for new chemistries that can impart sustainability benefits on leading-edge formulations.

EURO COSMETICS: *With your TrendsLab 2019 collection, you will present another highlight of the latest beauty trends at in-cosmetics. What, exactly, can attendees expect?*

Fabienne Bizeray: TrendsLab offers brand strategists and formulation specialists a series of inspirational formulations and cosmetic formats. They meet the latest trends and showcase unique technologies from Dow’s portfolio. Our yearly TrendsLab collection is extremely valued by our customers and channel partners as a source of tremendous inspiration and is sure to spark fruitful collaborations between formulators, marketers and our experts.

EURO COSMETICS: *There is a thorough trend analysis underlying each of your collections. What developments are there in skin and hair care?*

Fabienne Bizeray: Pairing our market-leading intelligence, scientific expertise and extensive formulation know-how we

have developed a series of inspiring concept collection. With a particular focus on skin and hair care, TrendsLab 2019 comprises four themes. “**Glamorous**”, featuring formulations that satisfy the desire for the exceptional, glamorous, assertive femininity. “**Inclusive Beauty**” celebrating diversity. “**Care**” with formulations that help brands and consumers make a positive difference for people and planet. And “**Customization**”, which also includes an interactive app to showcase effective approaches to customization in personal care.



In addition to TrendsLab, we are presenting a collection focused on hair health. Solutions that mitigate the negative impacts of pollution on hair health and aesthetics are in high demand with consumers, particularly those living in urban environments. Our formulations include innovative treatments for hair that is exposed to damaging pollutants and deliver conditioning benefits.

EURO COSMETICS: *Recently, social networks have become enormously important for product launches. How can you assist your customers here?*

Fabienne Bizeray: Indeed, the increasing pace of digitalization continues to change consumer behaviors, including the way they shop, research, and choose which brands to interact with. We have been active on social media for several years now, have our own accounts, have released several digital apps, and appreciate the opportunities offered by these platforms. A good example is social media listening. We have found that social media listening gives us better market insights, on one hand to gather market insights for a launch, and on the other hand to support collabo-

ration with our customers: Through social listening we can help brand owners truly understand what is being talked about on social networks and validate concept positioning. In addition, the detailed application testing we do for our product launches allows us to give brand owners claimable benefits that can quickly tout on social media and by identifying claims that resonate with consumers we enable brand owners to move faster and respond to the needs being discussed on social media.

As consumers increasingly leverage social media outlets for insights on beauty trends

and product advice, a brand’s social presence is becoming more essential to its success. Recognizing this trend, we have launched a variety of initiatives, including the #SocMedBeauty concept collection at in-cosmetics Asia last year, to showcase how formulations can be positioned in the social media age.

Social networks and accelerated digitalization have literally transformed the world into a global marketplace and as a global company with local support in all regions we are very well positioned to address this digital disruption.

EURO COSMETICS: *With the slogan “Experience Aging as a Blessing,” you are offering a new kind of face-care technology for the best-ager generation, a target group with a lot of potential. What is the concept behind this?*

Fabienne Bizeray: Last year at in-cosmetics Global, Dow launched AgeCap™ Smooth Cosmetic Ingredient, a proprietary technology that contributes to healthy skin by softening wrinkle appearance, promoting skin radiance and delivering skin smoothing effects. The technology traps selectively Reactive Oxygen Species to

avert their damaging effects and enhance efficiency compared to conventional anti-oxidants. This new facial care technology for age well solutions can be used by all consumers, helping provide perfect skin for all ages.

EURO COSMETICS: *On which innovative technology is AgeCap™ Smooth based and what results can be achieved with it?*

Fabienne Bizeray: AgeCap™ Smooth Cosmetic Ingredient belongs to a proprietary family of antioxidants acting with a non self-scaryfing mechanism of action translating into a highly powerful anti-oxidant. Our ingredient has been widely tested in-vitro before going into a large double blind randomized in-vivo study on one hundred panelists. There, it was tested in parallel with products formulated with Retinol and Vitamin C, and demonstrated its performance in reducing the appearance of wrinkles, boosting skin radiance, and delivering skin smoothing benefits. The set of data developed to substantiate AgeCap™ Smooth Cosmetic Ingredient is compelling and the outcome of several years of research.

EURO COSMETICS: *How do you foresee further market development in the digital age?*

Fabienne Bizeray: A good example for the digital age is e-commerce. E-commerce is most prevalent in Asia, but is rapidly growing in North America and Europe. In personal care, e-commerce is enabling increased customization. Internet digital technology and data will make it easier and more accessible to offer customizable options not only for high-end brands that can offer their customers a bespoke service, but also within the mass market. Dow is addressing this trend in its TrendsLab 2019 kit which includes a theme on “Customization”.

Another trend is the digital-physical fusion enhancing the overall customer experience. This year we will have an interactive table at our booth at in-cosmetics. Visitors are invited to test formulations while exploring the information displayed on the touchscreen.

EURO COSMETICS: *Thank you very much for your remarks and the conversation.* ■