

# Market Drivers in Natural Personal Care

By Richard Scott – Editor, Personal Care Global

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# Overview

- The recent history...
- What factors are driving developments
- Examples of technology
- Other drivers
- Looking ahead....

# The recent history of natural cosmetics

- Boom in natural cosmetics
- Trend for 'pharma'-style actives – Matrixyl from Sederma, etc
- Now a merging of the two?
- Biotechnology a growing source of natural actives for skin care
- Algae, bacteria, yeast



# What factors are driving this?

- Sustainability is a huge factor for both consumers and brands
- Nagoya Protocol, CITES
- Ethical Certification - UEBT
- Guarantee of consistency, biodiversity is good for business
- Endless chemical possibilities
- Sustainability taken seriously globally

# Examples of technology

- Codif, Natura-Tec, Mibelle Biochemistry
- Beauty Kitchen



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# Other market drivers

## Food trends

- Cosmetics industry historically follows trends in food
- Ingredients associated with healthy eating – Super Foods - are proving popular
- Food textures
- Farm to Face

# Other market drivers (cont.)

## Values of start-ups

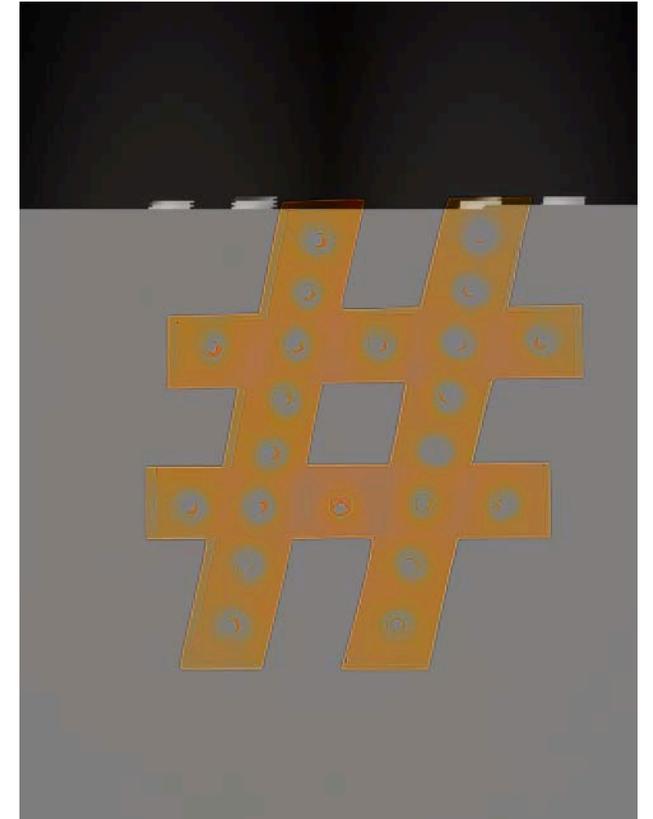
- Associated with honesty and integrity
- More personalised products/service
- Less processed perception

## Change in family dynamics

- Having fewer children, later in life
- More women focusing on careers
- Dads more involved in childcare duties

## Social media

- Consumers sharing information (both good and bad) on ingredients
- Instagram lifestyles amplifying virtuous behaviour
- Trends bypassing historical borders



# Future possibilities

- Regulations
- Impact of COVID
- Natural isn't everything?
- Packaging trends – Zero Waste - will impact formulations



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# In summary

- Natural cosmetics have had peaks and troughs in the past, but they are here to stay now
- Biotechnology proving an excellent way to get natural ingredients, high-tech efficacy without harming ecosystems
- Food trends and social media continuing to influence
- Clean beauty and Covid maybe pushing safety over naturalness

# THANK YOU FOR YOUR ATTENTION

[richardscott@stepcomms.com](mailto:richardscott@stepcomms.com)

[www.personalcaremagazine.com](http://www.personalcaremagazine.com)

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