

2019 TREND: BEAUTY WITH A BRAIN

Prove your credibility with science.



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MINTEL

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Why you MUST act on this now

What is the trend?

There is growing **mistrust of product claims that are not proven by science**. Consumers are more sophisticated than ever before thanks to social media and greater access to information/education, so they are questioning everything.

What you should do about it

Recognise that **more of your customers understand the link between appearance and sleep, mental health and other lifestyle factors**. Be aware of the shift in the way brands market products to knowledgeable consumers who research everything and have a low threshold for bogus claims.

Be the beauty brand with a brain

Pair beauty claims with wellness ones to create a more impactful story. Ensure this is done in a credible way, while educating consumers at the same time. By providing this information, brands can put consumers **back in the driver's seat for purchasing decisions and cut out influencers, who act as mediators**.

WHAT IS THE TREND?





Prove your brand can be trusted

Who should be trusted? What credentials are essential? Prove your brand, technologies and ingredient choices.

There is an ever-growing group of consumers always seeking solutions to protect and enhance their health. As more people take this 360-degree approach to wellness, it paves the way for genuine experts to provide guidance and for brands to play an advisory role, but they must do so in a credible, trustworthy way. **Be mindful that credibility can be established or taken away in an instant.**

As health of the mind, body and soul takes centre stage in consumers' lives, they are striving to find products that complement their practices. **In the future, your customers will become their own health gurus.**

Wellbeing has become a daily practice

Although once considered a 'nice-to-have', wellness is now mainstreaming.

IN THE US

43%

of **Millennials** seek health and wellness products that support their total wellbeing

IN BRAZIL

78%

of **Millennials** are optimistic about their personal health

IN THE UK

47%

of **consumers** say they would try anything to improve their sleep and 44% say their life is stressful

Base: 676 US internet users aged 24-41; 584 Brazilian internet users aged 19-35; 2,000 UK internet users aged 16+

Source: Lightspeed/Mintel

Your customers are putting faith in science

Showcasing your scientific side will boost credibility and trust.



Base: US: 791 respondents; Spain: 1,974 internet users aged 16+ who have bought beauty and personal care products in the last 6 months; China: 3,000 female internet users aged 20-49

Source: Pew Research Center, Lightspeed/Mintel

Knowledge is power and science will be king

Consumers want 360-degree wellbeing

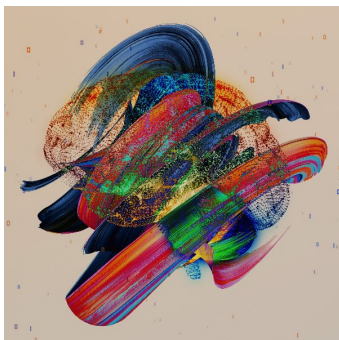
People are **embracing all of their senses in a quest to attain maximum health**. Today's holistic wellness sector extends far beyond nutrition and includes sleep cycles, stress levels, mental health and more. Access to information about the mind-body connection sets consumers up to become their own health gurus.

Genuine experts make a comeback

Seize the opportunity to play the adviser, but do so in a credible, trustworthy way. As the future consumer loses trust in unrealistic claims, they will turn to real experts for insights and honest product assessments. The influencer role will evolve – a beautiful Instagram post won't be enough to sell a product anymore.

The mind-body connection revs up

Consumers are **seeking out products that will balance their mood, while also reducing skin anxiety and irritation**. Scientific terms such as 'neurogenics' and 'pyschodermatology' are gaining popularity, and your customers will need you to convert this science into more recognisable terms.



Adaptogenics will support the mind and body

Expect an explosion of indie adaptogenic brands over the next few years, tagged to various wellness lifestyles – as more consumers grow alarmed about the negative effects stress can have on their mind and body. For example, in the UK, **20% of residents aged between 16-34** complain that stress makes their skin look worse and directly affects how they feel.

In 2017, Mintel Global BPC Trend *Damsels in De-Stress* predicted that nootropic and adaptogenic ingredients would move from the supplements category into topical beauty products. **Adaptogenic ingredients adjust to the needs of the user, helping to reduce stress and rebalance the body where needed.** These naturally sourced ingredients fit perfectly with increased consumer desire for plant-based products, and are set to gain greater marketing prominence for natural/organic and vegan skincare brands.

Adaptogenic skincare

Skin-nourishing stress relief

Skin Regimen 10.0 Tulsi Booster is a booster made with holy basil (tulsi) for its adaptogenic properties to relieve stress and nourish and rebalance skin.



Calming herbs and mushrooms

Youth to the People Adaptogen Deep Moisture Cream includes adaptogenic herbs and mushrooms to calm skin that's been exposed to stressors such as UV and pollution.

Stress-busting superherbs

Moon Juice Beauty Shroom Plumping Jelly Serum uses so-called 'supermushrooms' to help expand the body's natural capacity to handle stress.



WHAT YOU SHOULD DO ABOUT IT





Awake Firma Shot uses plant power for well-rested skin

Sell sleep-in-a-bottle

Offer simple beauty-wellness solutions for broader groups of consumers such as: new moms, working professionals, or iGens who are studying hard or staying up late. Create products currently not on the marketplace that offer fun, easy-to-use and easy-to-understand benefits to make people look well-rested.

More brands are capitalising on the concept of "beauty sleep in a bottle". Tarte's new line of cruelty-free skincare and makeup, **Awake**, takes inspiration from Japanese skincare and nature, and promises to mimic the effects of getting a good night's sleep. Serums have names such as Balance Shot and Hydra Shot, playing on the idea of an energising shot of espresso. Other sleep-inspired products include Dew Dreamdrops Serum and Eye Opener Brightening Liner.



Chinese beauty influencer
Mr. Xiao Mao

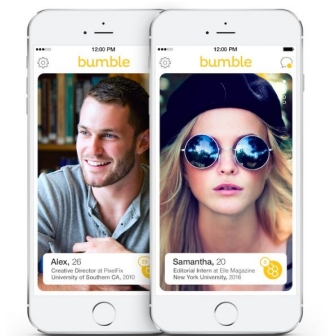
Meet the new face of beauty

Influencer fatigue is ruining consumers' trust in content. *YouTube* stars, vloggers and bloggers were once seen as: 'just like the average consumer'; giving honest reviews on products, but with their intimate brand tie-ins they have lost credibility.

Seize the opportunity to bridge this gap by:

- Creating compelling, educational content that goes far beyond just pretty pictures. For example, Chinese beauty influencer Xiao Mao writes in-depth product reviews that focus on claims, ingredients and efficacy.
- Using your social media channels to educate and mobilise consumers by creating content that has a 'call to action'.
- Engaging with early adopters and turning them into ambassadors who create their own content and become influencers in their own right.

Source: *Jingdaily.com*



Bumble Dating App

Break-ups without the breakouts

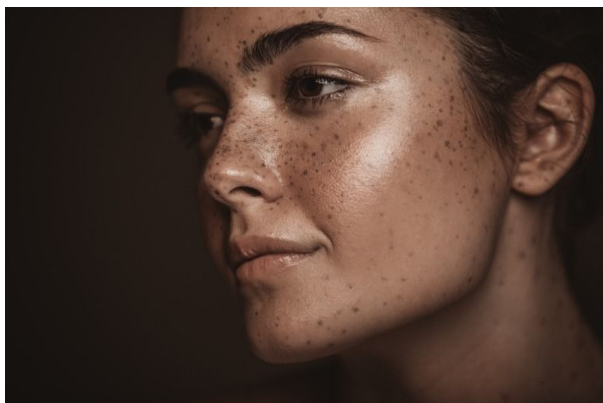
Links between skin issues and mental health will strengthen and there will be increased competition from unlikely categories, such as dating apps and music streaming services who have access to different consumer data.

Get ahead of the curve by forming new cross-category partnerships, or your own line of products connected to mental health.

Dating apps may be viewed by some as the source of their emotional issues – sifting through pages of people trying to find your soulmate can certainly cause stress to rear it's ugly head on your skin, but Bumble, a popular dating app, recently announced that it is consulting psychotherapists and dermatologists to create two skincare serums that will launch in mid-2019. The goal of the serums will be to solve both skin and emotional issues, for break-ups without the breakouts.

Source: [Paper Magazine](#)

Psychodermatology will solve problems



Though the medical term '[psychodermatology](#)' may not take off any time soon with consumers, **Bumble's idea of making products developed by both psychotherapists and dermatologists for skin conditions such as acne or eczema has a lot of potential. Expect to see a number of fast followers in 2019.**

Bumble's upcoming launch of acne products that have been developed by a doctor tag team (psychotherapist and dermatologist) highlights this concept. It is a pioneer in the use of both of these specialists to develop products that take into account the mind/emotions to help improve a skin condition.

Source: [thecut.com](#)

How fast is this happening in your region?



<https://clients.mintel.com/report/2019-trend-beauty-with-a-brain/15>

BE THE BEAUTY BRAND WITH A BRAIN



Think smarter: step into the future

Empower consumers with knowledge

Aid your customers' discovery process to help them wade through the mis-information on the internet.

Rather than outright pushing product purchases, gently guide them to find the right solutions for their needs.

Expand the definition of wellbeing

The active beauty trend has transformed into a 360-degree wellbeing concept. **Extend your product offerings to give a holistic approach with additional emotional and physical benefits.**

Make technology more 'caring'

Technology provides new ways to find a balance and engage consumers with novel solutions to enhance their health and beauty, using diagnostic tools and emotionally aware AI. Terms such as 'mechanoceuticals' and 'vibroacoustics' will rise.



Early adopters are willing to stand in line

Empower consumers and kickstart business

Early adopters are skilled at creating a 'bandwagon effect', capitalising on FOMO (fear of missing out) and getting their peers on board. **Utilise these 'uber-consumers' to gauge the predicted success or failure of a product or brand.**

This also provides a golden opportunity to turn these people into brand ambassadors, creating the next wave of influencers in an organic way. Get actively involved in social media to uncover these pioneers and foster their behaviour, keeping them engaged with regular communication, free products and pre-launch access.



Cannabis oil: CBD is being used in more formulations

Mindful natural beauty... and beyond

Cannabidiol (CBD) will become the go-to ingredient for natural beauty, helping to improve the skin and the mind, to bring consumers back into balance.

CBD (an active ingredient in *Cannabis* that differs from psychoactive ingredient THC) is fast becoming a BPC staple and has gained more clinical legitimacy with approval of a [CBD drug for seizures](#). It populates a growing number of foods and drinks, and will find new uses across beauty to help curb [itches](#), pain and even acne flareups.

More people are searching for stress-relief solutions, and in the US, [35% of consumers](#) believe *Cannabis* could potentially help them de-stress, while 37% believe it will help them relax.

Base: 197 internet users aged 22+ in States where it is legal to purchase *Cannabis* for recreational use who are not currently using, but are open to trying

Source: FDA.gov; Lightspeed/Mintel

CBD can cross category boundaries



In colour cosmetics

[Milk Makeup KUSH High Volume Mascara](#) is a hydrating, creamy, intense black formula that contains CBD-rich cannabis oil to allow for a smoother application on lashes, a tug-free removal, along with a conditioning benefit.

In skincare

[RADICAL Skincare Rejuvafirm CBD Facial Oil](#) is described as a superfood detox and anti-ageing skin oil that spotlights the calming and antioxidant benefits of CBD oil. It also includes essential fatty acids.





In haircare

Cannaderm Atopos Shampoo is an all-natural product with 7% organic hemp seed oil. It's designed to make a sensitive, dry and itchy scalp feel soft without causing skin irritation.



Biosound therapy could be a source of NPD inspiration

Cultivate good vibes through vibroacoustics

As consumers continue to seek multisensorial experiences from their beauty products, look to Vibroacoustic Sound Therapy as a source of inspiration. Elevating a simple tool like the jade facial roller or adding elements of sound to electric skincare tools will create dual-purpose products that focus on overall consumer wellness.

Vibroacoustic Sound Therapy (VAT) utilises mild sound and gentle vibrations to reduce stress, relieve pain, restore balance and enhance quality of life. The treatment is generally conducted atop a water-filled mattress. The bed pulsates rhythmically to a set of customised vibrations while music plays in the background, to return the mind and body to a healthy vibrational frequency.



Meet the expert

Sarah Jindal

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Sarah has over 16 years of experience developing ingredient technologies for beauty and personal care companies. Having worked for a variety of companies over her career, Sarah has gained an in-depth understanding of the industry and draws upon not only her work experience but also degrees in Biology, Biochemistry, and Evolutionary Biology.

Read more by this expert | Get in touch

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