

Skin Care Trends

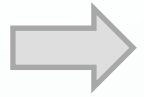
2019 and beyond

Clean Beauty

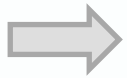


The concerned consumer

The consumer is concerned about



their impact on the environment



expect brands to be socially and environmentally responsible



the impact the environment has on them



expect products to protect skin from negative impacts, such as pollution, UV light, blue light etc.

What is Clean Beauty?

Demand for natural ingredients

„Free-from“ unwanted ingredients

Safe to use

Less-is-more formulations



but without making any compromises in terms of quality and efficacy!



Consumer perception

68%

of consumers
buy some
natural and
organic
products as
they perceive
them as being
healthier for
their bodies.*

52%

of US adults
aged 18-24
believe natural
products are
safer than
regular.*

* Source: PinkReport/ Lightspeed/ Mintel



Shifting consumer focus

clean = safe ➡ eco-ethical commitment of brands

Brands are expected to be:

- transparent
- environmentally responsible
- socially responsible
- trustworthy – support claims with facts and science



CLR solutions

- Our products work
- They are safe
- Many of them are certified according to ECOCERT, NaTrue and Cosmos standards
- We are certified according to SA8000 – social responsibility
- Trustworthiness and honesty are high on our agenda



Belides™ ORG



Vitamin F forte



DayMoist CLR™

