

Cosmetic trends in 2019

Cosmetic market has been changing very dynamically and skin care has been gaining holistic approach. More and more conscious customers are looking for the products which are not only efficient, but also obtained according to their values. The year 2019 will be continuing the trend for sustainable development, which is also going to affect global cosmetic markets. Customers have been paying more attention to environmental friendliness on every aspect of the production. They identify themselves with transparent brands, which share their values. They expect clear marketing communication, openness to questions and sharing knowledge about the source of the ingredients and the methods of obtaining them. Instagram had a big role to play, promoting niche, independent brands, involving small production and showing the process of creating the cosmetic from the basis. The interest in the formula of the cosmetics as well as its biodegradability has an impact on the demand on natural products and raw materials obtained in ethical way. The trend for 13-step Korean beauty ritual, which have been observer for a few years, is being replaced by cosmetic minimalism, which can be seen both in short list of ingredients and in its universality and simplicity of using it. What will be this-year global cosmetic trends like? A few independent research companies have pointed out the most important ones.

Sustainable development

The idea of sustainable development concentrated on environmentally friendly actions has been developing for a few years and now the customers consciousness of harmful impact of some pollutants on our planet is rising. Cosmetic industry have already taken some actions towards climate protection, like e.g. diminishing in production carbon dioxide (CO₂) emission and certification standard RSPO created to ensure safety and traceability of delivery chains in case of products made of palm oil, which will contribute to tropical woods, plants and animals protection. The further step towards sustainable development is **zero waste** strategy – minimizing the amount of waste. According to Mintel agency it is one of the most important trends, which is going to influence global markets in next years. Cosmetic branch is striving to diminishing the impact of polluting with plastics, introducing new, reasonable strategies of packing and eliminating plastic microgranulate from cosmetic formulas. The pioneer in 'zero waste' cosmetic production is Lush Cosmetics company, which is responsible for introducing series 'Naked' on European market. The product is sold in stable form, not requiring packaging. It is a vegan series, including shampoos, conditioners, peeling, massage cubes and bath oils. All of the products are also available with plastic free packaging. The containers come from recycling or are reusable. In January Lush Company opened another, third shop with plastic-free packed cosmetics and the first one in Great Britain. It is a mile stone for rising customers consciousness in questions of environmental protection and 'zero waste' philosophy. To reduce water pollution with plastic there is also a trend to create packaging made of plastic recovered from oceans. These actions are the response on the plastic strategy which was proposed in January 2018 by European Commission and which was obliging membership countries to make changes in packaging lifespan. The strategy assumes that by 2030 all the packaging implemented within European Union will be recyclable and 60% of them will be processable or reusable. Apart from the campaign **#passonplastic** there comes **#waterlessbeauty**. As water is the most usable ingredient in the industry, there are concerns that the demand on this ingredient can be higher than its supply. Huge cosmetic concerns like L'Oreal or Unilever agreed to halve the gap in water use by 2020. According to this we can expect more water-free, dry cosmetics or powdered cosmetics on the market this year, where water use is small. Consumers will also pay their attention to the products which allow to reduce water use.

Skip care – cosmetic minimalism

A popular trend for multi-step Korean skin care is being replaced by cosmetic minimalism. What is interesting, both

trends were born in Korea and both of them have found their followers. Complicated multi-step beauty ritual, involving a few stages like skin being cleaned with oil, then foam, peeling, tonic, essence, serum, sheet mask, eye cream and moisturizing cream have occurred not to be the best solution, especially for sensitive and over reactive skin which might be irritated by loads of different cosmetics applied one after another. The trend also would not be accepted by people of active lifestyle, who do not have time for complicated care routine and look for balance between what is necessary and what is temporarily trendy. Skip care means avoiding some steps in skin care and reducing the amount of used cosmetics to minimum. Customers are looking for multifunctional cosmetics, which are efficient and easy to use. The fashion for hybrid cosmetics has got back – they join a few functions, e.g.: moisturizing and toning, masking imperfections and soothing, reducing erythema with active ingredients. In cosmetic minimalism the most important is not the amount of cosmetics applied on skin, but their quality and formula basing on ingredients with known and confirmed impact on skin. According to the rule – less means more. Not only for skin, but also for the environment. Thanks to this customers choose skin care products more consciously, questioning the need for buying many of them. A **#skipcarechallenge** initiative has been created on social media, where users can share their tips for reducing used cosmetics. Although cosmetic minimalism may be not profitable for cosmetic industry, many producers might build a coherent philosophy, joining efficiency of the products with their personalization and care for our planet.

Less is more – minimalism in formula

Cosmetic minimalism has affected also the formula of cosmetic products. Customers more often analyse INCI list, not only by the potential impact on skin, but also looking for unnecessary additions, which have no added value for the cosmetic. The shorter and richer in active substance the formula is, the bigger interest among the clients. There has been an assumption that the less amount of ingredients means smaller risk of irritation and better safety of the product. We can also observe the comeback of those substances, which have been present in cosmetics industry for dozens of years, like vitamins A, E, C, natural extracts from green tea, hamamelis virginiana, ginger, chamomile, centella asiatica.

Clearness and transparency of marketing communication

Questioning the knowledge on skin care, formula and safety of cosmetics has become a norm among the clients. It has been contributed by easy access to information in the Internet on

many beauty websites and blogs. Unfortunately, not all the information is reliable and basing on credible sources. However it does not seem to disturb the information from being passed and creating mistaken idea about the real impact of cosmetics on our health. According to this, the clearness and transparency of cosmetic companies, simple marketing communication and openness to questions from the market are very important. Clients want to be experts in the formula of the cosmetic. They analyse, choose brands which give them the answer to most of their questions. Such an attempt has created bigger openness of companies to clear communication with clients, sharing their knowledge on the source of ingredients and the methods of obtaining them and showing in social media the whole process of creating the cosmetic. Transparent videos are mostly chosen by the millennials generation, which identifies with their values.

Serum in ampules to be one of the biggest trends

Customers are looking for the products with the simplest formula, containing high concentration of active ingredients, giving instant effect on the skin. Ampules are response to this trend – the most concentrated form of cosmetics, used as an element of 2-week curation. Glassy, disposable packaging and small amount of product is enough for one application and ensure sterile conditions. L'Oréal Paris have just released ampules with hyaluronic acid Revitalift, which from the beginning gained the approval of clients. A few companies are releasing so called **Cica Balm** – sensitive skin cream reducing redness and irritation. The abbreviation **Cica** comes from the Latin name of an Asian plant - **Centella asiatica**, which has been used for thousands of years in medical treatment in China, Japan, India and Indonesia. This year it is coming back as a cosmetic revolution – an ingredient which modifies skin structure on many levels. The extract from centella has strong anti-irritation features thanks to triterpene saponins, accelerates wounds healing, smoothens scars and improves the ability to repair. It is widely used in care of very sensitive skin vulnerable to redness or irritation. It can also be used in anti-cellulite cosmetics because it energizes the circulation, acts anti-swelling and strengthens blood vessels of skin. It is also suitable for capillary skin, in prophylaxis of swelling and under eye shadows. People with acne can appreciate its antibacterial and anti-inflammatory features. The first Cica product introduced on the market is Cica- Botanic Balm by Decleor, but the pioneers of this trend are Kiehl and Dr Jart.

Well-being – balance for body and soul

Another trend which was set up last year and which is going to take off soon is concentrating on the ritual of care and balance, not on scientific discoveries and raw materials obtained biotechnologically. Consumers will be searching for simple products containing ingredients which are necessary to keep well-being and relax. Cosmetics and treatments inspired by Ayurveda, which are very successful in India, are going to become global trends this year.

Comeback to the roots – nature on the top

Trend of natural cosmetics, which is not new, has been gaining popularity year by year and it is predictable the is going to keep on. For a few years we have been able to notice the development of slow life trend – conscious and careful life basing on building deep relationship, using natural solutions for many problems, including the ones concerning health. There

is also a fashion for healthy food, natural health care, reducing processed food, chemical medicine and cosmetics including chemical substances, especially those of bad fame. Natural cosmetics have been coming through their **renaissance** recently, thanks to natural cosmetics production in small amounts and bounding relationship with clients.

Personalization

The trend for personalization has been present for a few years and developing more and more. It is also a response to numerous individual clients' needs, which cannot be met by mass production. Personalization concerns not only care cosmetics but also make-up cosmetics. In Harrods, the London commercial centre, French brand Lancôme has set up a special spot, where foundations of **Le Teint Particulier Custom Made Foundation** can be created on the eyes of the clients. They have exorbitant number of available shades – 72 000! The foundations are created on demand after making a machine color analysis of a particular client's skin and determining the demanded preferable level of coverage (low, medium, high). A portable device scans three points on the clients face and the algorithm adjusts the shade of the cosmetic, which will be perfectly matched to the skin tone. Then the pigments are mixed in a special machine and after trying out a tester the clients obtains a bottle with a 'tailored' foundation. Apart from Great Britain the service is available in the USA, Canada and the famous Lafayette in Paris.

In Poland the available form of foundation personalization is Color Profile service available in Sephora drugstores. A device scanning a skin color defines color profile of the customer. On the basis of the indicated color a consultant offers the most suitable colours of the foundations available in the vast offer of Sephora drugstores.

The new form of personalization are **genocosmetics**, which are adjusted to individual clients' needs and created on the basis of genetic probe taken out from the mouth, visual skin assessment and an interview concerning lifestyle. This data is processed in a complex biotechnological DNA system – skin Matrix Mapping, basing on artificial neuron nets. Then the following parameters are analyzed: hydro lipid balance, tissues flexibility, producing free radicals, pigmentation (melanin level), skin tolerance to external factors, wrinkles, liveliness of cells, sensitivity to UV radiation, dermatosis. The report also contains information on hair condition and cellulite. On this basis a Spanish company - Genocosmetics Lab, specializing in genetic biotechnology – creates three personalized cosmetics GENOXAGE with a formula adjusted to the genetic report – Essential cream, intense serum and eye cream. The clients is given with a cosmetic fitted to individual genetic code.

Titanium manicure

Hybrid manicure has been losing its popularity thanks to the harmful impact of UV radiation on the skin. The new, more popular solution will become titanium manicure. The second one does not require the use of UV lamps and its removal is less troublesome than in the case of hybrid. The number of search for this kind of manicure has increased on Pinterest by 442%. It seems that 2019 will be a big challenge for cosmetic branch, both in terms of optimization of technological processes to improve environmental friendliness and raising clients expectations.

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