

the
SKIN HEALTH
TRADE UP

Product experience and efficacy drive loyalty - but how does skin health weigh into purchasing decisions?

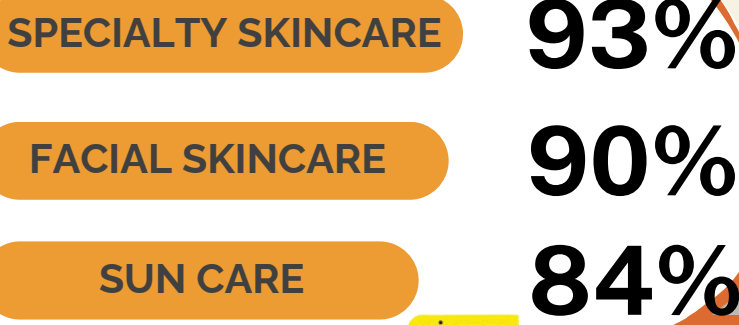
So far in 2024, growth in Beauty as a whole is cooling - but hot segments are driving the category.

“[In Q1 2024] there were **more buyers**, both **spending more money** and **purchasing more frequently** on **skincare** products.”

Circana.
 May 7, 2024



WHERE DO CONSUMERS WANT TO SPEND MORE?

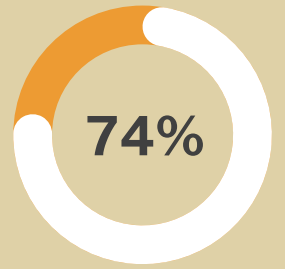


THE LONGEVITY - SKIN HEALTH CONNECTION



Consumers across the globe seek relaxation, wellbeing and healthy skin.

Facial skincare is merging with wellness, as people want products that support holistic wellbeing, shown by the adoption of relaxing skincare routines and the link between stress and skin issues.



OF US CONSUMERS

Believe their skin health is a reflection of their overall health.



74% of makeup users report wearing less makeup to show their natural skin.



MAINTAINING HEALTHY SKIN IS THE NEXT EVOLUTION AS THE PERCEPTION OF AGEING EVOLVES.

Develop and market skincare products that promote overall skin health and longevity; cater to specific life stages and consumer needs. Incorporate wellness and protective claims, to resonate with consumers who value a positive and inclusive approach.



THE FUTURE OF FACIAL SKINCARE
 MAY 2024

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