

## The next trends

# On the horizon

*BW Confidential* analyzes new trends set to hit the beauty market

### Devices of the future

Home devices will continue to be inspired by office procedures or spa treatments. "The biggest trend is for devices that push products deeper into the skin. Consumers are learning that some topical products just don't go further than the top layer of your skin," explains US-based Hatch Beauty managing partner Ben Bennett. The next generation, says Bennett, includes ultrasound devices, which are used mainly for skin smoothing, to break up fatty deposits, and encourage circulation and collagen reproduction.

There is also a renewed focus on the airbrush applicator market. "When the very first devices launched they were very cumbersome, but a few companies, such as Luminesse and Temptu have come out with user-friendly devices," Bennett says. The price point of some of these tools has also decreased. US brand Luminesse, for example, offers a 30-day trial of its airbrush applicator (pictured) for less than \$20.

Amy Marks-McGee, of forecasting agency Trendincite, believes that the next wave of devices will be for the pre-treatment stage. "We are going to see more diagnostic home-use devices that will enable consumers to research their skincare needs then find products that address those needs," she explains.

Japanese group Sony has launched a diagnostic technology called SSKEP, or Smart Skin Evaluation Program that claims to detect skin parameters including texture, blemishes and brightness via image sensors. The technology is said to 'read' the surface of the skin and subcutaneous layers. Sony plans to integrate the technology into future beauty devices.



### Multi-taskers ramp up claims

Nearly every skincare product on the market now makes more than one claim, but the two-in-one item is now being replaced by five, 10 and sometimes 20-in-1 claims. "A brand today has to start thinking that it needs to appeal to 10 different kinds of consumers—one that's looking for natural, organic, technological, immediate results—and put a little piece of every one of those things into every product," explains US-based supplier Genealogy partner Brian Fox-Krawczyk. The tough economic climate in many markets also means that consumers are looking to get more for their money.

From the BB cream, which makes numerous claims, has come the CC cream or color corrector. Chanel was one of the first prestige brands to launch a CC cream in Asia this fall. "The next step for BB creams is CC and DD creams, which continue to introduce additional multi-tasking [properties] and push the concept further. CC creams include oil-free color control elements like brightening effects, and DD [Daily Defense] creams have added vitamins and boosted benefits for the have-it-all, value-driven consumer," says Trendstop.com founder Jaana Jatyri. US brand Juice Beauty, for example, is launching Stem Cellular Repair CC Cream this month (pictured), which claims to be a 12-in-1 product with benefits that include increased firmness, elasticity and moisturization, as well as containing "chemical-free" SPF 30.

Multi-functional products are also integrating sensory properties. Japanese brand Haba Laboratories has re-launched its loose powder to include moisturizing capsules that are released upon application to produce a fresh feeling. ■■■



## The next trends

### ■■■ Eyes, nails and lips

Nails are still a big business and the gel-strip market for home use is said to be poised for growth. This fall, Sally Hansen launched its Salon Gel Polish Starter Kit, which includes a LED lamp and gel polish, top coat and base coat. In the nail stickers segment, Maybelline came out with limited-edition Fashion Prints Nail Stickers for its Color Show line. "The idea of temporary [beauty accessories] is becoming more important. Women can have crazy nails one day and change them the next, as it is getting easier to accessorize, and it doesn't require such a big investment anymore," comments Trendincite's Marks-McGee. Stick-on items for lips are also a burgeoning trend. US-based brand Rock Beauty markets Lip Rock (pictured): metallic foils in a range of patterns that are applied to the lips.

For eyes, items such as brush-on lashes offer an easy-to-apply alternative to false lashes, which can be tricky to apply, says Trendstop.com's Jatyri. These brush-on extensions, such as those from US brand Instant Lash, are applied with a mascara wand. The formula is a blend of a thickening gel and synthetic bristles that "deposit tiny lash extensions to the tips of the lashes," according to the brand. The user then applies her regular mascara which seals the extensions in place. Instant Lash has launched Instant Lash Xtreme brush-on lashes, which it claims are waterproof, long-wearing and smudge-proof.



### Masking it

Masks are gaining ground, with brands offering items made from a variety of different materials, including paper, cloth, silicone and cellulose. "Consumers are seeing that masks are both an effective way to apply a topical treatment and deliver formula in a more treatment-oriented way. They also are attracted to this novel kind of delivery system," says Hatch Beauty's Bennett. He adds that brands are developing more masks for targeted areas, such as eye patches, face patches or masks for the neck. Consumers are also seeking out masks and patches that are "drenched" with product. For example, P&G-owned skincare brand SK-II's Brightening Derm Revival Mask (pictured) is said to contain the same amount of formula as one bottle of its Whitening Source Derm Definition product. Bennett adds that the concept of 'treatment' is being used more in brands' marketing speak for haircare and bodycare.



### Color power, long wear & texture

Suppliers are seeing more demand in make-up for pigments with a stronger visual impact and higher shine. "We are seeing stronger colors and statements between matte and shimmer, and matte and sparkle," notes Genealogy's Fox-Krawczyk. Eye and lip products boasting longer wear are also a priority. Trendstop.com's Jatyri adds that gold leaf and powdered diamonds are making appearances in products for eyes and nails.

Textures are becoming more of a concern. "Today it's all about texture, so some new applications are being talked about differently. We are seeing gel creams, for example, which is interesting, as in the past a product was either a gel or a cream," says Trendincite's Marks-McGee. The make-up market, meanwhile, is set to see more foam and mousse textures.

Nailcare brands are also taking texture to a new level. UK-based brand Ciaté, for example, is launching a Velvet Manicure kit (pictured) that gives nails a velvet finish. ■■■

