

Online Exclusives

Innovation Extends Beyond the Package in Personal Care and Sun Care

By Amy Marks-McGee, founder of Trendincite LLC | March 11, 2015

From exciting ingredients to cosmetotextiles, breakthrough products are lending new vitality to the categories.



A few of the latest trending breakthrough products.



The author, Amy Marks-McGee

Lots of trends have been noted in the **Personal Care and Sun Care** space, including new ingredients and cleansing applications that provide consumers with customization.

Facial Applications

Powder is the en vogue facial cleansing application with a variety of ingredients such as rice, crushed gems and fruit extracts.

Driven by the eco-friendly trend and customization, powders are water-activated and allow consumers to create their own consistency ranging from an exfoliating paste to a lathering cleanser. Some recent examples include Tatcha Polished Rice Enzyme Powder, Josie Maran Argan Exfoliating Cleansing Powder, Murad Transforming Powder Dual-Action Cleanser & Exfoliator and Peter Thomas Roth Camu Camu Power C x 30 Vitamin C Brightening Cleansing Powder.

Tatcha Polished Rice Enzyme Powder is made with Japanese rice bran, papaya extracts, and crushed pearl while Josie Maran Argan Exfoliating Cleansing Powder features crushed Argan shells, rice powder, tea tree, ginkgo biloba, licorice root, aspen bark extract, and papaya fruit enzyme.

Related Online Exclusives

- Trend-Setting Sun Care & Personal Care Products & Packages
- Mintel Looks at Beauty Packaging in South Korea
- Japan's New Packaging Priorities
- Inside Method's Latest Package Design

Peter Thomas Roth Camu Camu Power C x 30 Vitamin C Brightening Cleansing Powder highlights Amazonian camu camu berry with bamboo and rice powder and Baltic amber and Murad Transforming Powder Dual-Action Cleanser & Exfoliator uses exfoliating bio-enzymes, Salicylic acid and pumpkin seed extract.

Sun Care Trends

Similar to skin care, sun care products are targeting specific areas such as hands, or markets such as men. In 2012, **Mary Kay** introduced TimeWise Body Hand and Décolleté Cream Sunscreen SPF 15 and last year **Supergoop!** launched Forever Young Hand Cream Broad Spectrum Sunscreen SPF 40, which highlights sea buckthorn fruit. Last year, **Banana Boat** debuted Triple Defense Sunscreens available in SPF 30 and SPF 50 as Lotion and Clear Spray formulated specifically for men. Expect to see more products like these.



Sundicators UV Wristbands

Sundicators UV Wristbands (shown at left) and Stickers are notable products because they are fun and interactive. The products change three different colors to show activation, signal when it's time to reapply and then when the body has reached its maximum recommended UVA/UVB exposure. Additionally, the products work wet or dry, are waterproof and recyclable.

The new Sunscreen Innovation Act law will pave the way for unique formulas and innovative products. I think within the next year or two, the sun care market will be very active with new product introductions, innovative ingredients, and novel applications.

High Tech - Ingestible Skin Care & Cosmetotextiles

Ingestible skin care and cosmeceuticals are not a new trend, but the U.S. market is still untapped. Beauty from within remains a popular theme and consumers are still searching for functional products that deliver nutritional, pharmaceutical and beauty benefits.

Replere, the skin care brand, recently introduced Restore & Fortify Beauty Shooters. Formulated with Coffea Arabica, camu camu, goji, açai, chokeberry, blueberries, pomegranate, and resveratrol, the drink is said to deliver your recommended daily dose of antioxidants. Similarly, **Ocoo The Beauty Drink**, which first launched in Dubai and is now available in the U.S., contains pomegranate, açai, aronia, cranberry, black current and red grape. According to the company, "Ocoo supplies the deepest layers of your skin with a proper daily dose of nutrients from the inside," and helps with anti-aging and collagen production while creating skin and hair care benefits. In sun care, Osmosis skin care debuted the **Harmonized Water UV Neutralizer**. Dubbed as the "world's first drinkable sunscreen," the product is available in Tan and No Tan Frequency formulas and utilizes frequencies that work against the damaging effects of the sun. There's also been some buzz about sun screen pills.

Cosmetotextiles—textiles with cosmetic properties—is also a hot topic. Focusing on skin protection, sportswear brand Roxy and Biotherm, collaborated to create the **Enjoy & Care** range. Expected in September 2015, neck warmers and jackets are embedded with marine-christe extract, shea butter, apricot oil and Vitamin E and can be washed 15 times before the products lose their effect.

Another recent introduction is **Vitawear** (shown above), a shapewear collection infused with anti-aging and moisturizing ingredients including retinol, Shea butter, and Vitamin E. Vitawear is offered in four infused garments with a micro-moisturizing refreshing garment spray. According to the company, the products can be washed up to 10 times before having to re-infuse them.

The fact that Nestlé, the Swiss food giant, bought the rights to several Valeant Pharmaceuticals International Inc. skin care products, now fully owns Galderma, and recently developed the Nestlé Skin Health division, which will open a global network of 10 innovation centers, is a telltale sign that the convergence of healthcare and nutrition with personal care products and cosmetics is the future.

See more from Amy Marks-McGee in the article called "A New Dawn for Sun Care and Personal Care," in the March issue of Beauty Packaging—in print and online at BeautyPackaging.com.