



# North American Market: Trends-In-Sight: Beyond Decorative Cosmetics

By Amy Marks-McGee

**Lip balms, extended wear, multi-purpose products with added skincare benefits and 3D textured cosmetics are the latest trends happening in the U.S. makeup market.** According to The NPD Group of Port Washington, NY, prestige beauty product sales in U.S. Department stores increased by 12% to \$2.6 billion in the first quarter of 2013. Within the overall growth, makeup sales (representing 41% of prestige beauty dollars) grew 13%. In the U.S. Food/Drug/Mass channel (excluding Walmart, the largest retailer in the United States) makeup sales posted a 5% increase in 2012.

## Getting Balmy

Lip balm is experiencing a revival. For the younger set, **flavor fusions** continue to be a focus. ChapStick's MixStix is a new dual-sided lip balm with a separate flavor on either side of the applicator. Green Apple Caramel, Lemon Berry Sorbet and Strawberry Banana Smoothie are the three flavor variants that can be worn individually or layered. Softlips introduced the Intense Moisture + Breath Freshening collection in three flavors - Berry Mint, Citrus Mint, and Double Mint. The company also launched a Blackberry Lemonade Flavor Fusions balm.

Traditional color cosmetics manufacturers are also addressing the lip balm trend and launching new products. Covergirl Lip-

slicks Smoochies Lip Balm launched in 12 shades, which "glide on sheer color and keep lips moisturized" while Maybelline Baby Lips Electro Lip Balm offers 8 hour hydration in six neon tinted color pigments. An innovative product in this category is Almay Color + Care Liquid Lip Balm, which "combines the lip conditioning care of a balm with the shiny color of your favorite gloss." Greek Yoghurt Nourishing Lip Cooler by Korres is offered in four shades and uses a rollerball applicator for an added cooling and soothing sensation. The products are formulated with Greek yoghurt, shea & cocoa seed butters and jojoba & soybean oils.

## Working Overtime

With U.S. consumers' hectic lifestyles and on-the-go behavior, manufacturers are responding to the demand for longer lasting cosmetics by launching extended wear products across the category. Some of the newest entrants include Maybelline Eye Studio Color Tattoo Metal 24HR Cream Gel Shadow. These products have entered the market in five metallic shades and Maybelline Eye Studio Color Tattoo Pure Pigments not only last up to 24 hours but are available in 12 colors. Benefit Stay Flawless 15 - Hour Primer is an **invisible stick-primer** that glides directly onto skin while Josie Maran's Coconut Watercolor Cheek Gelée is said to offer

14 hours of color and hydration. According to the company the Gelée is infused with 50% pure (and immensely popular nutraceutical) coconut water and vitamin E-rich argan oil. Moodmatcher Luxe Twist Sticks are "clinically proven with 12 hour staying power that reacts with your lips to create a one-of-a-kind shade that perfectly suits your mood" and are sold in six colors.

## Added Benefit

Cosmetics are no longer just decorative in the U.S. The new trend is to be **functional and offer additional skincare benefits**. With the global demand for immediacy and convenience, cosmetic companies are addressing consumers' needs for **multi-purpose and multi-functionality products**. Covergirl Outlast Stay Fabulous 3-in-1 Foundation features a primer, concealer and foundation. Olay Fresh Effects BB Cream claims it has five skin-perfecting benefits - refreshes, brightens, evens, smoothes and hydrates skin for 24 hours and it features a sunblocking agent generating an SPF of 15. Maybelline Fit Me Shine-Free Foundation is available in 12 oil-free shades and is packaged in a gel stick with an anti-shine powder core. Julep DD Crème is the newest launch in the ABC's of creams. The product is described as a "dynamic do-all" that moisturizes, primes, perfects and protects skin. It comes in four shades, provides an SPF of 25,

and contains two patented, anti-aging ingredients as well as hibiscus and olive extracts. Additionally the company launched a Julep DD Concealer.

### 3D Effects

**Texture** is a key factor in decorative cosmetics and consumers look for new and intriguing sensory finishes. **Three-dimensional effects** are the 'in vogue' texture now and are emerging in lip, eye and nail care products. LORAC Lip Lustre Gloss is a new product line in five colors that was inspired by the company's top seller 3D Liquid Lustre Eye Shimmers. Urban Decay's new Moondust Eyeshadow features three shadows with **3D sparkle** in Glitter Rock (metallic pink), Star-gazer (metallic lime-gold) and Zodiac (smoky black with blue-green). In nail care, Nails Inc. London recently introduced a range of Special Effects 3D Glitter Nail Pol-

ish, which is specially created with two different particle sizes and available in seven shades while Maybelline launched Color Show Polka Dots formulated with multi-size matte dots in five shades. Revlon's new Nail Art Moon Candy is packaged in a **dual applicator** that features ten 3D iridescent top coats to be worn over base coats. These products have **playful names** such as: Cosmic, Meteor and Supernova. L'Oreal Paris USA released 3D Nail Lingerie, which are **3D transparent** stickers that are meant to be layered over any nail color.

### What to Expect in the Future

Expect more unique formulas and applicators for lip balms, cosmetics that last even longer, DD (Daily Defense) creams and other multi-functional makeup with skin-care benefits providing new and unique textures and finishes.

### Biography



Amy Marks-McGee is the founder of Trendincite LLC (www.trendincite.com), a consulting firm that helps clients cull through, distill and translate pertinent trend in-

formation into tangible product directions. The company specializes in identifying and analyzing trends and recognizing patterns across a variety of industries in order to enable its clients to be proactive rather than reactive to the changing consumer. Trendincite adds value by concisely synthesizing the market information into new product ideas. The company's core values are to engage all five senses, capture inspiration from unexpected places and make the creative process enjoyable.

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