



# BEAUTY AND PERSONAL CARE TREND

**INNOVANTASE R&D SERVICES LLP**

**APRIL 2024**

# INNOVANTASE R&D SERVICES LLP

Team of passionate R&D professionals

With 75+ years of experience in beauty, personal care, color cosmetics and home care

Together having >20 patents spanning hair, skin care, skin cleansing, home care and fine chemicals

Having Eco-system approach and established strong network of industry experts, dermats, global suppliers and manufacturers to deliver the best solution to the business

## About Us



# One stop E2E R&D solution and service partner

## E2E R&D solutions & Services to Brands

- Deliver to the brief – Innovations & NPD
- Value added offerings
  - Consumer insights
  - claims & validations
  - Qual & Quant Tests
  - Product improvement
  - E2E savings
  - Scale up & implementation
  - Audit, certifications, quality management
  - Vendor management

## Partnering with ingredient manufacturers

- Formulation development with actives
- Performance understanding
- Technical sales package
- Represent – client, conferences etc.

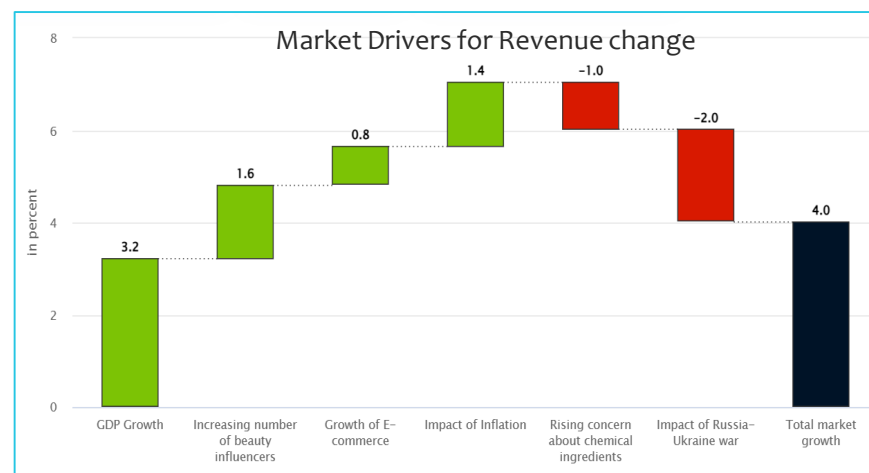
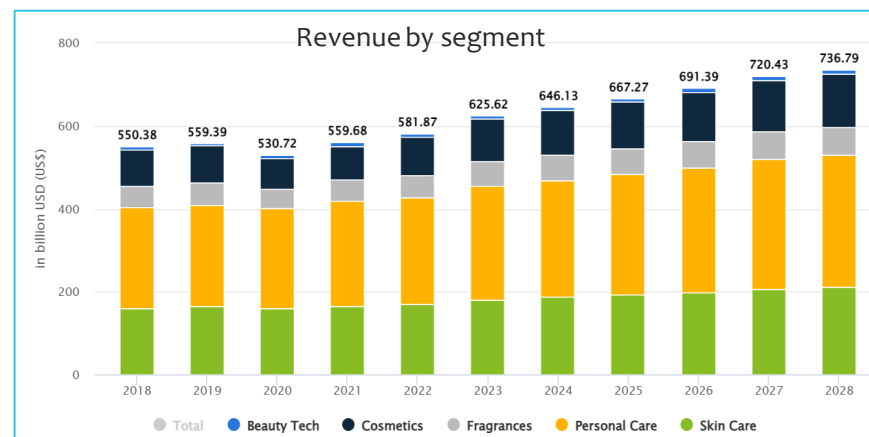
## R&D Leadership, Mentoring, training

- Workshops – Innovation roadmap, claims roadmap
- Training
- Internship

# Beauty and Personal care Market Overview

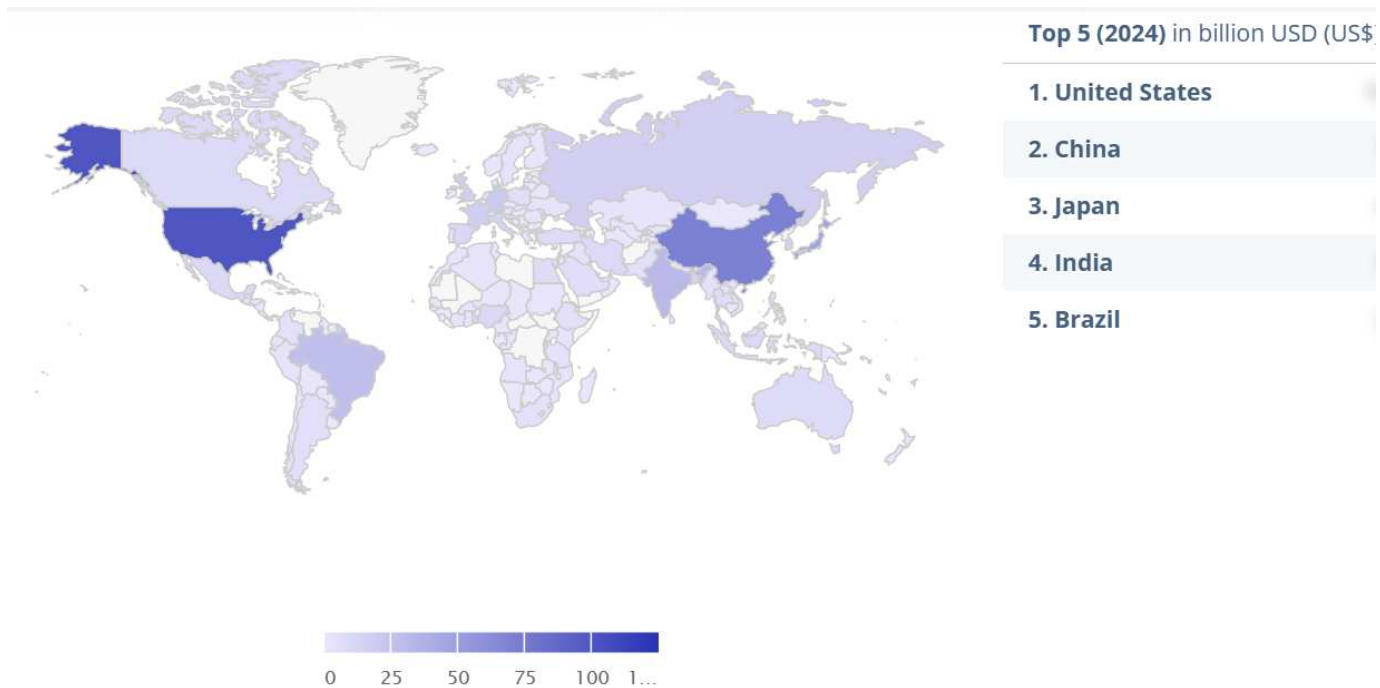
Worldwide the Beauty & Personal Care market revenue projection: US\$ 646.2 bn in 2024, India: US\$31.51bn in 2024.

- The market is expected to grow at an annual rate of 3.33% (CAGR 2024-2028), India: 3-8% (CAGR 2024-2028)
- The largest segment in this market is Personal Care, which is estimated to have a market volume of US\$ 282.8 bn in 2024, India: US\$14.31bn in 2024.
- When comparing the global market, the United States leads in revenue generation with US\$ 100 bn in 2024.
- In terms of per person revenues, in the world is expected to generate US\$ 83.39 in 2024, India: US\$21.86 in 2024
- Furthermore, online sales are projected to contribute 19.2% of the total revenue in the Beauty & Personal Care market by 2024.
- Despite the global recession, the beauty and personal care market in the United States continues to thrive with a strong focus on organic and natural products.
- The demand for natural and Ayurvedic beauty products is on the rise in India, as consumers prioritize traditional and organic ingredients.



Multiple source: Mintel, Statista Consumer Insights Global, ET Retail

# Revenue comparison

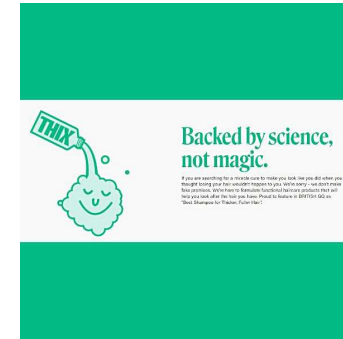


Multiple source: Mintel, Statista Consumer Insights Global, ET Retail

# Clean Beauty : Trust and Transparency

## Align with honesty and transparency

Honesty is the best policy, and consumers will seek out products that do exactly as they claim.



ThinkDirty app

### To highlight a few:

- Low level of 1, 4 Dioxane
- 1, 4 dioxane free solubilizes
- Natural actives
- Formaldehyde and its donors
- CIT/MIT, Parabens
- Nano materials
- Liliel free
- Micro-plastic free

### Certifications

### Be honest to earn trust

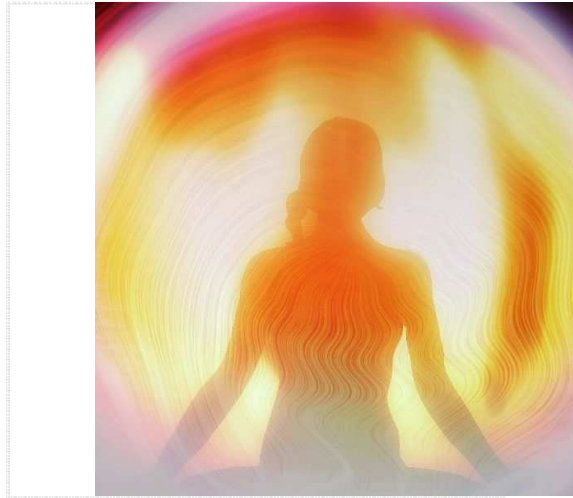
Brands that are honest about product efficacy will stand out and be refreshingly different to those that overpromise. **THIX** emphasises the robust science behind its formulas but is honest about the limitations of topical anti-hairloss.

# Beauty & Personal Care Trends



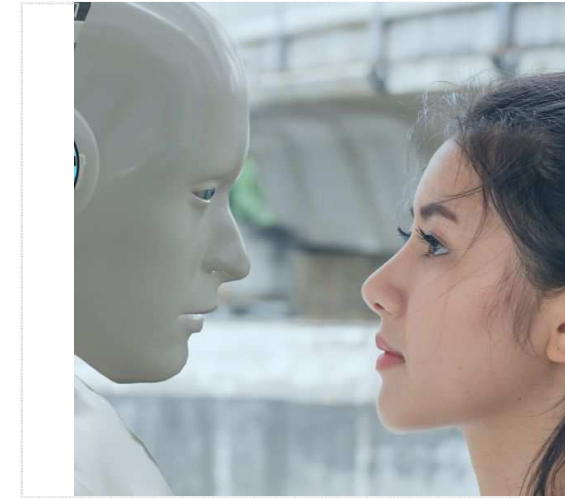
## Sophisticated Simplicity

The emerging trend of 'quiet beauty' places emphasis on the quality of ingredients, the proven efficacy of products and the reassurance of simplicity.



## NeuroGlow

Now that consumers prioritise wellness, accelerate the power of the mind-body connection and help them discover the transformative potential of psychodermatology and neurocosmetics.



## Beaut-AI

AI is here and it's growing: take note but be careful...AI will revolutionise the beauty industry, assisting efficiency, accelerating product development and promoting inclusivity. Personalised solutions and engagement will evolve.

# Science back ingredients and technologies will be focal point



[Klavuu Real Vegan Collagen Ampoule](#) has a smaller molecular weight

A focus on ingredient quality helps consumers make informed choices and reinforces the importance of efficacy in product selection.

Prestige brands can justify premium price tags by highlighting ingredient quality to compete with dupes, which are putting active hero ingredients front and centre but not always clarifying quality.

The next stage of highlighting ingredient quality will see brands calling out the molecular weight of compounds, especially since studies point to how [a compound must be under 500 Dalton to allow skin absorption](#). [ROMO Hyaluronic Acid Activating Oil-Control Shampoo](#), for example, is enriched with small-molecular-weight hyaluronic acid to penetrate the scalp and provide long-lasting hydration.



# Holistic Wellness will grow

Early indicators tapping into the mind-body connection



## Adaptogen revival

[Image Skincare's Biome+ series](#) features ashwagandha as a hero plant - with microbiome-friendly squalane and adaptogenic plant extracts. It represents a shift towards neurocosmetic beauty through an adaptogen revival.



## Blocks the stress hormone

[Peace & Pure Timeless Elixir Facial Serum](#) uses PhytoNeuro Complex, which is claimed to block cortisol production in the skin and support skin rejuvenation and mental relaxation by improving keratinocyte proliferation and dopamine release (UK).



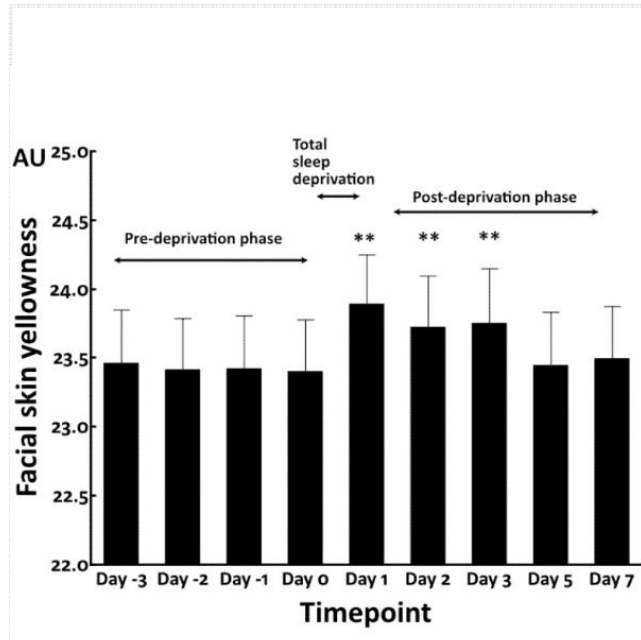
## Topical and oral nutrition for skin/mental health

[Lycopure](#) uses BH Tomato, which is rich in GABA, known to benefit sleep by aiding relaxation and providing relief from anxiety and stress. The brand's products consist of a serum, supplements and tomatoes.

Source: [Instagram/lycopure\\_official](https://www.instagram.com/lycopure_official)

# Influence of sleep on beauty

## Big players look at sleep and inner beauty



Facial skin yellowness in the total [sleep deprivation study](#)



SBW launch targets the integration of inner and outer beauty

The mind-body connection and inside-out beauty are being explored more by big companies.

A [P&G study explored the relationship between sleep deprivation and facial skin parameters](#) and found that both total and repeated partial sleep deprivation enhance facial skin yellowness.

Meanwhile, Shiseido is due to launch its [new inner-beauty brand, Shiseido Beauty Wellness \(SBW\)](#), 2024 as a first step into the wellness field.

## AI/ML IN BEAUTY CATEGORIES

AI/ML is already here...time to capitalize on the positives

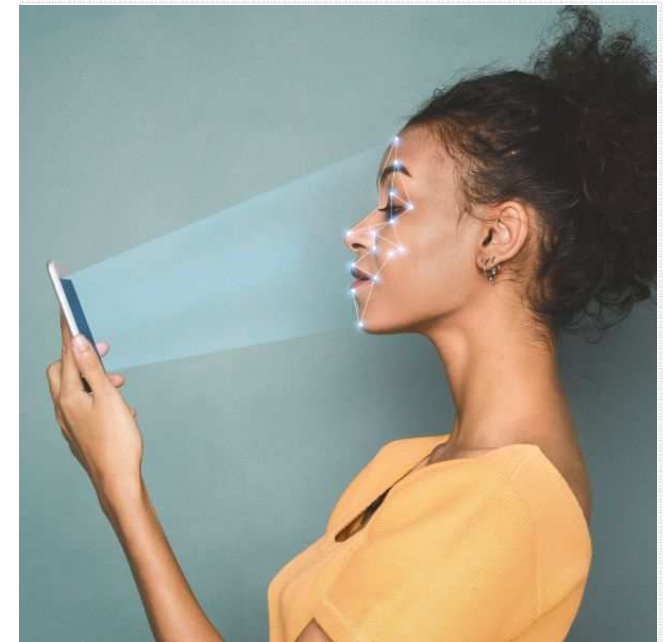
AI is revolutionizing beauty with personalized recommendations, virtual try-on experiences and data-driven insights.

AI helps identify emerging beauty preferences and eco-friendly options. Inclusivity is promoted through AI algorithms trained on diverse datasets, catering to a wide range of beauty needs.

It can transform various aspects of company operations and enhance customer experiences:

- enabling personalized recommendations
- providing analysis and diagnosis
- streamlining supply chains and customer support systems
- marketing and optimizing advertising
- detecting fraud and providing security

We're still at the early stages, however, so understanding and transparency are crucial to build consumer trust; be sure to disclose data sources and decision making processes. Ethically embracing AI empowers companies to innovate, accelerate product development and foster inclusivity in the beauty industry.

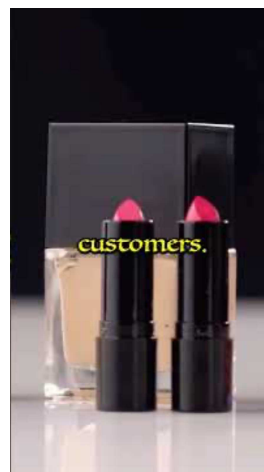


# AI/ML in Action

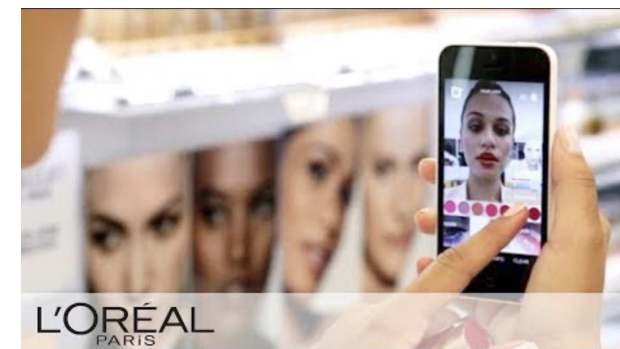
## Personalisation



## Consistent Desired Quality



## Try On



## AI/ML to deliver, streamline and ideate in beauty



**Compatible with 20,000 cosmetic products**  
[Ya-Man's new AI-powered facial device](#) features [new technology](#) that generates optimal waveforms that can help products penetrate skin better. It's based on the data of 20,000 skincare products.



**Entertain customers and streamline services with AI**  
[Takara Belmont will launch a new AI-powered mirror called Ecila](#) to be used at hair salons. The mirror is designed to help hair stylists better communicate with their customers and keep them entertained while they wait.



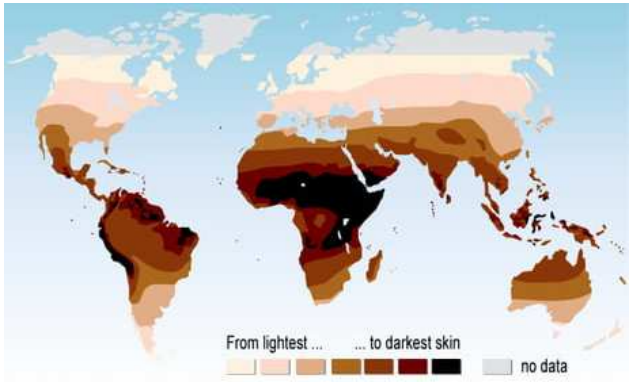
**Sustainable ideation**  
[InFLOWS uses generative AI](#) for a faster way of identifying green alternatives for cosmetics. The tool ideates what the ideal chemical alternative to a potential ingredient is and then matches that with the closest ones found in nature.

## Key themes, trends and areas of application

Several ongoing as well as emerging trends have been prominent and are likely to continue shaping the industry going forward, the following options/ themes could be leveraged further by providing on-trend solutions,

- 1. Natural and Clean Ingredients:** Consumers are increasingly seeking for products made with natural and clean ingredients, free from potentially harmful chemicals. This trend is likely to continue as consumers prioritize health and wellness.
- 2. Sustainability and Eco-Friendly:** With growing awareness of environmental issues, there's a rising demand for personal care products packaged with sustainable and eco-friendly materials. Brands are expected to innovate in this area to reduce waste and carbon footprint.
- 3. Transparency and Authenticity:** Consumers are becoming more discerning and seek transparency from brands regarding their ingredients, sourcing practices, and manufacturing processes. Authenticity and ethical practices are valued attributes for consumers.
- 4. Wellness and Holistic Beauty:** Beauty is increasingly seen as part of overall wellness, with products targeting not only external appearance but also holistic health and self-care rituals. This includes products infused *with CBD, adaptogens*, and other wellness-focused ingredients.
- 5. Inclusivity and Diversity:** There's a growing demand for personal care products that cater to diverse skin tones, hair types, and cultural backgrounds. Brands are expected to expand their shade ranges and product offerings to be more inclusive.

# Opportunity: Understanding Substrate: Skin and Hair type



### THE FITZPATRICK SKIN TYPE SCALE

<b>TYPE 1</b> Light, Pale White	<b>TYPE 2</b> White, Fair	<b>TYPE 3</b> Medium, White to Olive	<b>TYPE 4</b> Olive, Moderate Brown	<b>TYPE 5</b> Brown, Dark Brown	<b>TYPE 6</b> Black, Very Dark Brown to Black
Always burns, never tans.	Usually burns, tans with difficulty.	Burns mildly, tans gradually.	Rarely burns, tans with ease.	Very rarely burns, tans very easily.	Never burns, tans very easily.

### Natural hair colour

### Natural hair shape

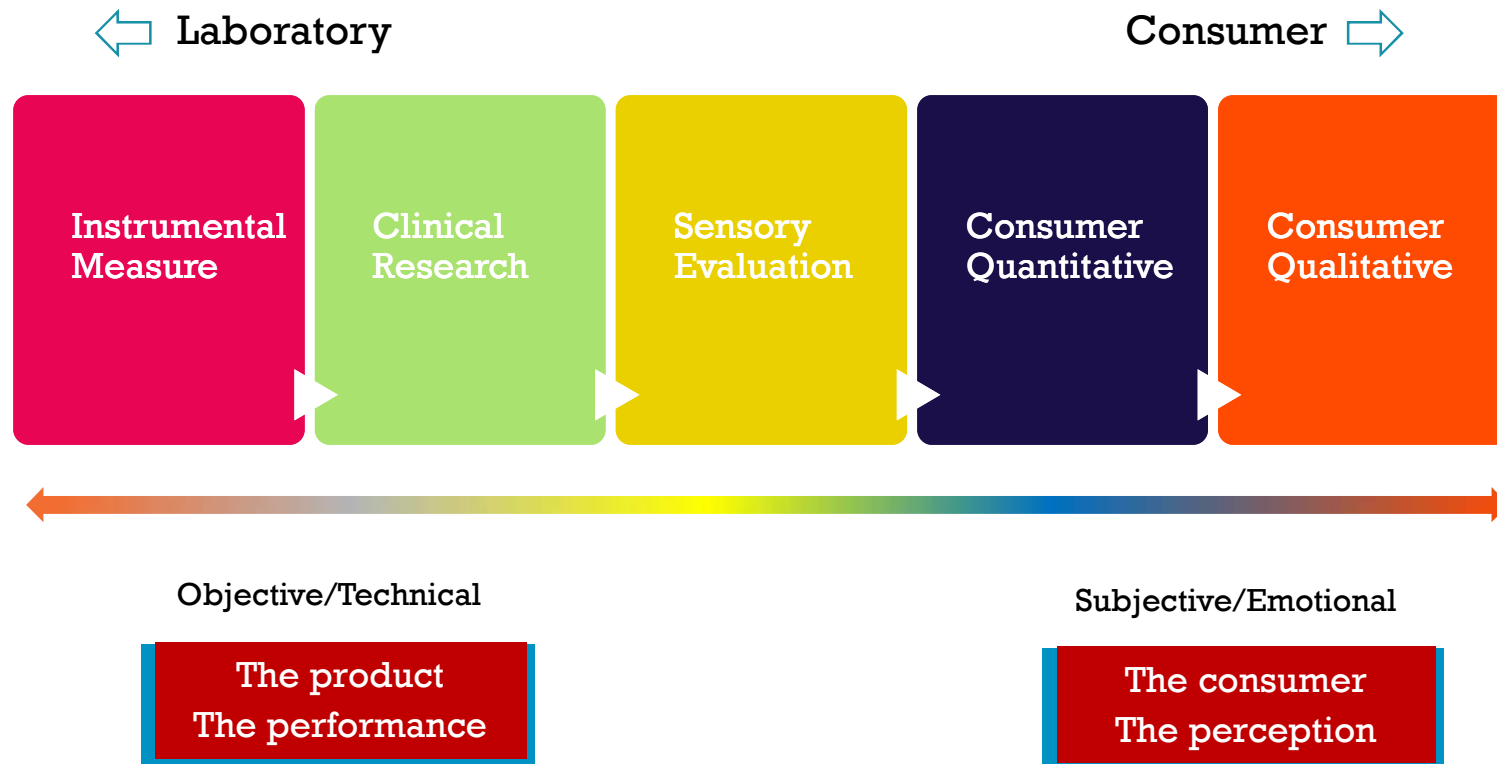
- Genetics
- Gender
- Age
- Habits
- Weather
- Water conditions
- Stress
- Sun
- Pollution



- Skin**
- Dry skin
- Flakes
- Acne
- Uneven tone
- Itch
- Wrinkle
- Hair**
- Hairfall
- Damage
- Dullness
- Frizz
- Dandruff
- Greying

# Opportunity: right validation of actives for faster route to market

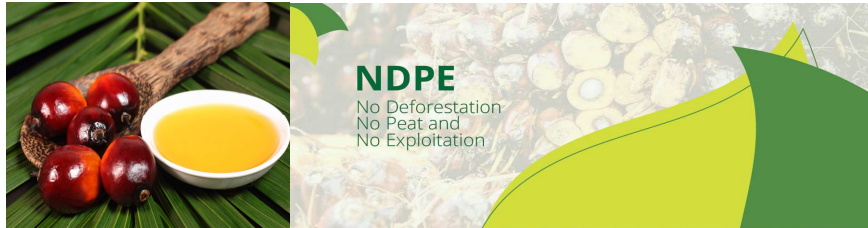
## SPECTRUM OF PRODUCT TESTING





# Opportunity : Sustainable sourcing of Palm oil & alternatives

## NDPE Palm – Challenges & Opportunities



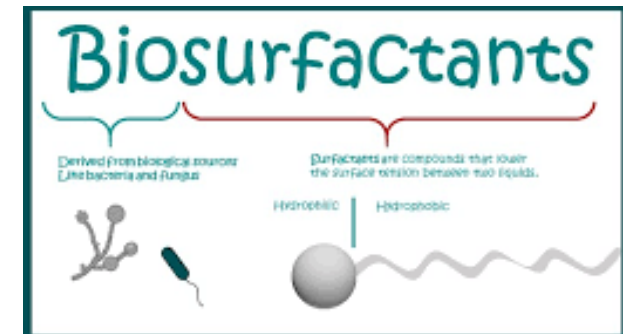
**1. Deforestation and Habitat Loss:** Palm oil cultivation is a leading cause of deforestation in tropical regions, particularly in Southeast Asia. Clearing forests for palm oil plantations threatens biodiversity, including endangered species like orangutans, tigers, and elephants.

**2. Peatland Degradation:** Drainage of peatlands for palm oil cultivation releases significant amounts of carbon dioxide into the atmosphere, contributing to climate change. Peatland degradation also increases the risk of land subsidence and wildfires.

**3. Social Impacts:** Palm oil production often involves land conflicts with indigenous communities and smallholder farmers, who may be displaced from their land without adequate compensation. Labor rights violations, including child labor and forced labor, have also been reported on some plantations.

**4. Certification Effectiveness:** Critics argue that existing certification programs, such as RSPO, have limitations in ensuring full compliance with sustainability standards. Enforcement mechanisms may be weak, and instances of non-compliance still occur.

## Search for alternate source/solutions

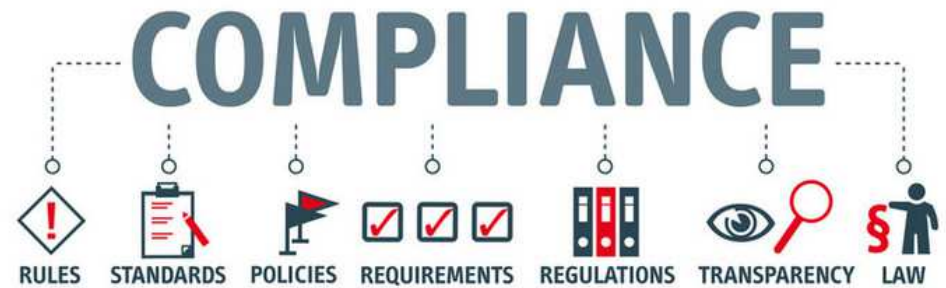


# Opportunity : Clean Beauty

- Functional Ayurveda / natural emerging trend, a clear opportunity
- Performance understanding of natural actives compared to synthetic proven actives
- Multiple actives available, often clinical (problem solution space) results are available individually, gap in data against proven cost-effective actives.
- Cost of natural actives and price elasticity
- Do no Harm to Do good ingredients

# Opportunity: Science based safe product design vs Chemophobia

## RM SELECTION, SAFETY, REGULATION & COMPLIANCE



“Whether a chemical is man-made or natural tells you precisely **nothing** about how dangerous it is.”

Dr. Mark Lorch  
Biochemist  
University of Hull, UK

CRITICAL BEING SELECTION OF PRESERVATIVES, DYES, COLORS, FRAGRANCES AND ACTIVES TO DEFINE PRODUCT CLASSIFICATION: COSMETIC OR DRUG CATEGORIES



# Thank You

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