

# Insights into Emerging & Current Ingredients

By Amy Marks-McGee

With a plethora of personal care and fine fragrance choices available, ingredient stories with compelling marketing help brands stand out from the competitive landscape.

Brands and suppliers alike continually search for new and unusual ingredients that deliver a specific benefit, demonstrate authenticity, or spur interest. The trend to “natural” ingredients in personal care products is being propelled by food and beverage activity such as organic, clean labeling initiative, transparency, and gluten-free claims.

Hyper-aware, internet-savvy consumers, expect more from their products, and are scrutinizing ingredients as their demand for green and eco-friendly products rapidly escalates. Knowing emerging and current ingredient trends in personal care and fine fragrance products is essential for marketers, consumers and ingredient suppliers.

According to TechSci’s Research report, “United States Cosmetic Chemicals Market Forecast & Opportunities, 2019,” the cosmetic chemicals market revenues in the U.S. are projected to grow at a compound annual growth rate of about 2.7% during 2014-19. The demand for cosmetic ingredients is being driven by the growing number of anti-aging products and new multi-functional product launches. A report by Future Market Insights (FMI), “Cosmetic Ingredients Market: Global Industry Analysis and Opportunity Assessment 2015-2025,” states that cosmetic business companies use more than 5,000 ingredients in the formulation and composition of cosmetic products and global demand is blooming!

## Everything’s Coming Up Roses

Rose is a classic fragrance and personal care ingredient that remains in style. From fine fragrance and personal care products

to cosmetics, iconic roses continue evolve. There are a variety of modern fragrance interpretations and to differentiate, brands are naming the rose variety such as Bulgarian Rose, Moroccan Rose, Rose de Grasse, and Wild Rose. The more exotic the origin of the rose, the more piqued consumer interest will be. Some recent rose releases include Aerin Rose de Grasse Parfum, Sunday Riley Flora Hydroactive Cellular Face Oil, Dermalose Swiss Rose Stem Cell Anti-Aging Face Cream and Caress Love Forever Fine Fragrance Body Wash. *Rose is here to stay.* Be aware as new varieties of rose emerge.

## Into the Oud

Oud wood-based ingredients began surfacing in 2009 when niche indie brands started to use it in fine fragrance introductions. This rare and precious resin or synthetic interpretation has moved from the artisanal and prestige market to the specialty market. It continues to remain trendy in women’s and men’s fine fragrance launches. Boss Bottled Oud for Men, Polo Supreme Oud by Ralph Lauren, Versace Oud Oriental, and Glam Rose Oud by Organic Pharmacy are a few examples of recent fine fragrance launches. *Be prepared for oud to resonate and eventually move into mass market and personal care products.*

## Sichuan Pepper En Vogue

Vying for consumers’ attention, fine fragrance launches often highlight an olfactive note in the fragrance description used in marketing. Sichuan pepper, referred to as Chinese pepper and also known as Chinese coriander, is the en vogue ingredient currently spicing up fine fragrances. Bright Neroli by Ferrari, Clinique Aromatics in White, and Mercedes-Benz VIP Club Infinite Spicy are illustrations of fragrances that all call out Sichuan pepper accords. *Sichuan pepper may be a fad ingredient, but these*

*launches offer opportunities for other unique spices or herbs.*

## Cuckoo for Coconuts

Coconut water, milk, and oil are all “it” ingredients being used in mass and prestige cosmetics, personal care, and fine fragrances. Coconut milk and oil are in style in bath & body and hair care products for its emollient properties while coconut water is gaining traction for being able to hydrate the skin. Bath & Body Works Tahiti Island Dream collection, Dial Coconut Water & Mango Body Wash and Rempure Coconut Milk Nourishing Shampoo and Conditioner are all recent introductions. Rempure announced 2016 plans to roll out Bamboo Coconut Water Shampoo, which will be positioned as the first clear shampoo that is free of sulfates, sodium chloride, dyes, parabens, and gluten. The best example of this trend crossing markets is the introduction of Vita Coco Extra Virgin Coconut Oil by Vita Coco, the beverage manufacturer. The product is cold-pressed coconut oil with an “Eat It, Wear It, Swear By It” tagline. It is promoted to be used for DIY health and beauty remedies. The coconut water craze began gaining momentum in 2009 and it does not seem to be slowing down. *From ingestible to topical goods- consumers are cuckoo for coconuts and want it all (i.e. the water, milk and oil!)*

## Activated Charcoal

Activated Charcoal is said to act like a magnet to draw out and trap impurities. It first began appearing in facial products such as masks, scrubs, and cleaners. Recent examples include Biore’s Charcoal line, Boscia Konjac Cleansing Sponge with Bamboo Charcoal, and Origins Clear Improvement Active Charcoal Mask. Now ingestible charcoal is having its moment in the sun and is being used in cold-pressed juices such as California’s Juice Served Here

19 Charcoal Lemonade and New York City's Juice Generation's Beauty Bombs. The newest interpretation of charcoal is Shilajit, a sticky, tar-like resin found in the Central Asian mountains, which is also being ingested. Brands like Pürblack and Moon Juice offer this new ingredient to imbibe. *Watch as more charcoal infused topical and ingestible products materialize.*

#### Under the Sea

Known for their high concentration of vitamins, minerals, amino acids and antioxidants, marine extracts from macroalgae (i.e. seaweed and kelp) continue to be explored in skincare and hair care. These ingredients are inspiring mass market launches. Newest introductions include Derma e Purifying skincare line with Kimarine Wakame and Bladderwrack marine algae extracts; Nivea Hydrating In-Shower Body Lotion with Sea Minerals; Mop Top retail hair care line formulated with sea botanicals; Suave Professionals Sea Mineral Infusion with seven hair care and bath & body skus; and Sonia Kashuk Anti-Aging Satin Luxe Lip Colour SPF 16 with brown seaweed extract. *Look below the sea for marine ingredients as they remain an ingredient focus of great interest.*

#### Multi-Purpose Marula Oil

Known for moisturizing, anti-aging, cleansing, and defrizzing, oils are the fashionable application of choice for skin and hair care products. Native to Africa, multi-purpose Marula oil from the Marula fruit, is one of the hottest ingredients to date and is appearing in several products. Recent hair care launches include Carol's Daughter Marula Curl Therapy line and Paul Mitchell's five sku hair care collection, Marula Oil Rare Oil. Drunk Elephant Virgin Marula Luxury Facial Oil is an award-winning product while Dial Miracle Oil Marula Oil Infused Restoring Body Wash is new to market. Marula oil is so versatile it can even be found in nail care in Ciaté London's Marula Cuticle Oil. *Marula oil will thrive and continue to be used in multiple applications and products.*

#### Superfruit Sea Buckthorn

Sea Buckthorn Berry, also known as Sea Berry, is a tart, orange colored grape-sized berry, which has been receiving attention for its healthful and nutritional properties. It can be ingested or applied topically. Weleda pioneered the use of Sea Buckthorn in its range of four body care products. Oil is the most common skincare application with new brands such as Badger's Seabuckthorn Face collection and Seabuckthorn Berry and Borage by Oil Essentials. Supergoop! Forever Young Hand Cream with Sea Buckthorn and Dial Omega Moisture with Sea Berries Moisture Rich Body Wash are additional new personal care products. SeabuckWonders, the makers of health supplements and personal care products, recently introduced the Sea Buckthorn Ultimate Hair, Skin & Nails supplement that combines Biotin and Sea Buckthorn Oil with Omega-7. *See how this superfruit berry continues to make its way into mainstream products.*

#### Chia Seeds Are Sprouting

Most commonly found at health food and vitamin shops, chia seeds are known to be a high plant source of Omega-3s and are often used in raw food diets. Not only are they sprouting up in new food and beverages, but these healthy seeds are popping up in personal care products. Dr. Nicholas Perricone began the trend with the introduction of his O-Mega Moisture Nourishing Cream. Chia People, LLC offers the Chia Derm+ skin and hair care line featuring chia seeds while Maya Chia skincare features four products based on chia oil. *Chia seeds will continue to grow in response to the demand for natural ingredients.*

#### Odd Animal Byproducts

Asian beauty treatments lead skincare trends with new and unique ingredients. The Snail facial procedure featured snails crawling around on faces secreting mucus. This trend has now been translated into consumer products such as Organic Doctor's Snail Gel, Dermarie Skin Tightening

Anti-aging Facial Serum with Snail Secretion Filtrate and Peter Thomas Roth Un-Wrinkle Fast-Acting Serum with Snail Venom Conopeptide. Bee Venom and Snake Venom have also been surfacing with skincare brands such as Rodial Bee Venom and Nip + Fab Viper Venom products. The newest ingredient is starfish extract. Korean skincare company Mizon recently introduced Returning Starfish Cream. *Stay ahead of the curve and find new and unusual animal byproducts that offer a specific benefit.*

#### Take Away

Consumers demand newness and innovation as they continually look for the next generation, best product. There are a dizzying number of personal care and fine fragrance products on store shelves- all competing for the consumers' attention. New and unusual ingredients that deliver a specific benefit, demonstrate authenticity, or create interest are key marketing drivers in new product introductions. Driven by our global village society, enhanced access to information and shifting cultural demographics, consumer expectations for exotic and unique ingredients are increasing. ***Pay Attention: marketers and ingredient suppliers need to cater to these savvy consumers.*** ■



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