



Skin care continues to be a focus of innovation with an emphasis on natural ingredients.



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Forward Thinking: Clean Beauty in the Time of COVID-19

Natural skin care products to address COVID-induced concerns like maskne, blue light protection and hand care.

“**F**orward Thinking: Au Naturel,” which appeared in the October 2011 edition of *Perfumer & Flavorist*^a, examined the natural movement and discussed consumers’ confusion about the lack of a globally recognized definition of “natural” in the fragrance industry. Ten years later, the term “natural” is still not defined, and it continues to be a gray area for consumers.

To illustrate, Influenster and Bazaarvoice^b conducted a clean beauty survey between March 13 and April 27, 2020 with 24,000 women worldwide. The data revealed that the words “clean,” “natural” and “green” were used interchangeably by beauty consumers and definitions of what clean products were differed.

^aPage 14; perfumerflavorist.texterity.com/perfumerflavorist/201110

^bwww.cosmeticsdesign-europe.com/Article/2020/06/10/Clean-beauty-labels-lack-transparency-say-consumers-in-Bazaarvoice-Influenster-survey

Half of those surveyed defined clean beauty as products containing non-toxic ingredients, both natural and/or synthetic; 16% felt clean beauty aligned with products that were organic; and 15% felt clean beauty was defined as products that used ingredients sourced from nature.

Regardless, consumers' interest in clean beauty continues. "Forward Thinking: Wellness Economy," which appeared in the August 2020 edition of *Perfumer & Flavorist*^c, explored self-care trends including natural ingredients, clean skin care, hair care and deodorant. Fueled by the COVID-19 pandemic, new natural skin care products to address maskne, blue light protection and hand care have become the latest focus for consumers. In addition, candles formulated with coconut and soy wax are the most recent category to join the plant-based trend.

And, according to data collected by RDSi Research^d, 83% of Gen Z consumers in the United States buy organic and natural beauty products, and 82% said they were more likely to buy a product if it is environmentally friendly. The natural and organic personal care market is projected to grow by \$6.46 billion at a compound annual growth rate of almost 8% during 2020-2024, according to Technavio^e.

Skin Care Opportunities

According to the *Pinterest Predicts 2021* report^f, Skinimalism is one of four beauty trends for this year. Pinterest defines the trend "as slow beauty that lets [Pinners'] natural skin texture shine through. This new effortlessly chic routine is simple and sustainable." For example, "Glowing skin how to get naturally" searches year over year increased four plus times while "homemade skin care" was up 110%.

Skin care continues to be a focus of innovation with an emphasis on natural ingredients. IRI's^g New Product Pacesetters research revealed that one in four U.S. consumers consider having easy-to-understand ingredients and products being formulated with natural ingredients as important considerations in their beauty/personal care purchase decision. In addition to traditional clean facial skin care introductions, COVID-19 created new skin care opportunities driven by regular mask wearing, extended screen time and frequent use of hand sanitizers and hand soap.

^cPage 27; perfumerflavorist.texterity.com/perfumerflavorist/august_2020/

^dwww.rdsiresearch.com/gen-z-redefining-beauty-redefining-the-beauty-industry/

^ewww.businesswire.com/news/home/20201228005323/en/

^fwww.pinterest-assets.com/m/5fb1f1731fa52f72/original/Pinterest-Predicts-Report.pdf

^gwww.iriworldwide.com/en-us/insights/blog/the-beauty-trends-that-are-driving-change-including-among-multicultural-consumers

About Face

According to Research and Markets^h, active ingredients is one of several factors driving growth for the beauty/personal care market, which has witnessed a 30% increase in products made from plant-based extracts. Facial skin care is a concentrated market with the newest activity coming from plant-based ingredients such as squalane and bakuchiol.

Squalaneⁱ is an organic compound and a "shelf-stable version of squalene," which can be sourced from olive oil, rice bran, wheat germ, amaranth seed and sugar cane. Bakuchiol^j is an ingredient derived from the babchi plant also known as *Psoralea corylifolia*, which is a plant-based retinol alternative.

In May 2020, Follain, the Boston-based dedicated clean beauty store, created its namesake skin care line in nine SKUs. The hero product is the brand's moisturizer, which highlights bakuchiol, a plant-derived, non-irritating alternative to retinol, rosehip oil, squalane and sodium hyaluronate. Other products in the line include clarifying spot gel, eye cream, mattifying moisturizer, toning mist, as well as a small selection of cleaners and masks.

^hwww.gcimagazine.com/business/rd/ingredients/Ingredient-Trends-2020-2021-Part-2-572885771.html

ⁱwww.goodhousekeeping.com/beauty/anti-aging/a31046324/what-is-squalane-oil/
^jwww.cbc.ca/life/wellness/everything-you-need-to-know-about-bakuchiol-the-buzzy-ingredient-that-s-being-compared-to-retinol-1.5021457



Follain, the Boston-based dedicated clean beauty store, created its namesake skin care line in nine SKUs. Six products shown: Dual Detox Mask, Toning Mist, Eye Cream, Ultra Hydrating Mask, Hydrating Cleanser and Moisturizer.

A variety of established beauty lines have expanded product selections to attract the growing market. Jennifer Lopez, a newcomer to the market, has launched an eight-piece skin care collection based on a proprietary Beauty Olive Complex, which is a blend of squalane, fermented olive oil, extra-virgin olive oil and olive leaf extract. The collection includes a broad-spectrum SPF 30 moisturizer, complexion booster, dietary supplement, eye cream, gel-cream cleanser, mask, serum and wonder cream.

Market staple, BareMinerals, recently released an Ageless Phyto-Retinol collection in eye cream, face cream, neck cream and serum. The four skin care formulas are built on phyto-retinol from the picão preto plant, which is a plant-based retinol alternative.

InstaNatural has launched three new products. Collagen Day Cream contains vitamin C, hyaluronic acid and peony extract while the Hyaluronic Oil Free Moisturizer is formulated with Vitamin C, hyaluronic acid, witch hazel and willow bark. The Superfoods Vitamin C Serum features Vitamin C, niacinamide, chlorophyll, spirulina, broccoli, spinach and kale. California-based Marine + Vine, the therapeutic, performance-driven natural ingredients brand, added the Tahitian Body Care Collection to its portfolio. Available in a balm and oil, the products are formulated with French Polynesian monoi with kukui, macadamia and passion fruit oils.

Another notable mention is Aveda's announcement that the brand's more than 500 products including hair care, body care, cosmetics and fragrances will be 100% vegan worldwide. The products will be free of honey, beeswax and beeswax-derived ingredients.

Maskne

"Maskne," or "Mascne" (a portmanteau of "mask" and "acne"), is the newest facial skin care issue to enter the world's lexicon thanks to the pandemic and the correlation of regular mask wearing and skin irritation. According to Trendalytics^k, online searches for the term "maskne" increased 2,317.4% on average weekly searches. Natural skin care products to combat maskne are emerging.

Averr Aglow launched the Maskne Relief Kit that includes Maskne Face Spray and The Clear Skin Elixir, which are "infused with botanical extracts, vitamins and over 73 minerals." Key ingredients in the formulas are chamomile, colloidal silver, coral and French pink clay. To help protect, soothe and calm the complexion, and reduce the appearance of redness and irritation, Dr. Barbara Sturm released a Maskne Set, which features the Sturm Nano-Silver



Masque Bar Shield & Soothe Hydrogel PPE Facial Under Mask is designed specifically to be worn under a mask and is infused with hyaluronic acid, aloe vera and calendula; courtesy of Masque Bar.

Mask, Anti-Pollution Drops, Calming Serum, Clarifying Spot Treatment Untinted and a Clarifying Mask Sachet.

After suffering from "maskne" and accustomed to skin breakouts, Emily Beck, 19, developed the Nines Botanicals line with her dad John Beck. The hero product of the three SKU range is the MasCleanse Exfoliating Cleanser, which contains natural alpha and beta hydroxy acids of glycolic, lactic and salicylic as well as jojoba beads. The other two products are MasRenew Gold Vitamin C Serum and MasHydrate Moisturizing Relief Cream.

A novel launch is Masque Bar's Shield & Soothe Hydrogel PPE Facial Under Mask that is designed specifically to be worn under a mask. It is infused with hyaluronic acid, aloe vera and calendula to help soothe and hydrate stressed out skin caused by prolonged mask use.

Screen Time, Blue Light Protection

With travel restricted, offices closed and employees working remotely, the pandemic has individuals glued to their computer screen. Extensive screen time exposes the skin to blue light, also called high energy visible (HEV), which is emitted from electronic devices such as computers, laptops, smartphones, tablets and TVs. Research suggests that blue light can lead to premature skin aging and skin damage. In response, brands are introducing skin care products with blue light protection.

^kwww.yahoo.com/lifestyle/deep-dive-beauty-brands-look-120041329.html

According to a study by researchers from the University of Toledo¹ found “multiple ingredient categories” currently available to “fight against blue light-induced skin damage,” including algae-derived ingredients, UV filters, botanical extracts, antioxidants and vitamins.

Chantecaille offers a Blue Light Protection Hyaluronic Serum that is formulated with hyaluronic acid, fermented extract and extracts of nasturtium flower, tamarind, alga and red sage root. The serum is meant to help reduce the visible effects of blue light pollution on skin and revitalize the appearance of skin that appears fatigued.

Goodhabit’s Rescue Me Clean Scene Micellar Gel is made especially for blue light protection and contains proprietary BLU5 technology, blue spirulina and blue tansy flower to minimize the effects of HEV light damage and reduce inflammation.

Volto Urbano is a brand that creates “clean, high-performance climate-defense products” to address environmental aggressors like pollution, indoor ozone and blue light. Volto Urbano’s Urban Defense Gel highlights “blue light and ozone fighting, state-of-the-art antioxidants from orobanche rapum and sunflower sprouts [that] fuse with a prebiotic that is clinically proven to promote the growth of friendly microorganisms.”

¹Coats JG, Maktabi B, Abou-Dahech MS, Baki G. Blue light protection, part II-Ingredients and performance testing methods. *J Cosmet Dermatol*. 2021 Mar;20(3):718-723. doi: 10.1111/jocd.13854. Epub 2020 Dec 19. PMID: 33340223.



Volto Urbano Urban Defense Gel is formulated with clean ingredients designed to combat prolonged exposure to UV radiation, computer screens, mobile devices and air pollution; courtesy of Volto Urbano.



Formulated with Epsom salt, coconut oil and sunflower seed oil, Clean Age deodorants are aluminum-free and baking soda-free, targeted to pre-teens and teens between nine and 18 years old; courtesy of Clean Age.

Hand Over Hand

Excessive hand washing and sanitizer usage is wreaking havoc on consumers’ hands over the last year. In response, brands have been innovating and launching new hand washes and treatments using plant-based ingredients.

Ouai, the cult hair care brand by celebrity stylist Jen Atkin, debuted a hand wash “that exfoliates with biodegradable jojoba beads and moisturizes with avocado, jojoba and rosehip oils.” The wash is cruelty free and gluten-free, as well as free of sulfates SLS and SLES, parabens, phthalates and mineral oil.

Live Clean creates personal care products that are “formulated with a minimum of 97% plant and naturally derived ingredients,” which are 100% vegetarian and vegan. Live Clean’s newest product is foaming hand wash enriched with Vitamin E and contain certified organic botanicals.

Pai Labs debuted Free Bird Hand Serum, which highlights prebiotic Inulin extracted from chicory roots, vitamin E and organic oils to “help restore the skin’s microbiome balance and form a natural defensive shield.”

Augustinus Bader added The Hand Treatment to the brand’s skin care range—a GMO-free and gluten-free product formulated with sustainably sourced shea butter, vitamin E and glycerin as well



Mindalt is a mood enhancing deodorant line made with essential oils and natural actives proven to enhance your mood available in four scents: More Energy, More Focus, Less Anxiety and More Mindful; courtesy of Mindalt.

as honey, white peony extract and the brand's TFC8 patented complex.

Aluminum-Free Deodorant

"Forward Thinking: By Nature," which appeared in the April 2017 edition^m of *Perfumer & Flavorist+*, and "Forward Thinking: The Natural Evolution," which appeared in the April 2018 editionⁿ of the magazine, addressed the emergence of natural and aluminum-free deodorants. Consumers continue to seek cleaner deodorants with natural ingredients, and brands continue to launch aluminum-free formulas.

Native, the aluminum-free and paraben-free deodorant brand, has collaborated with Justina Blakeney, designer and Jungalow founder, on a new limited-edition seasonal collection. The Native x Jungalow range is available in four scents: Palm Leaf and Bergamot, Paradise Flower and Amber, Tangerine and Citrus Blossom, and Sandalwood and Fig.

Clean Age is a new brand founded by twelve-year-old Cana Peters and her mom Rachel. The

hero product is a line of aluminum-free and baking soda-free deodorants targeted to pre-teens and teens between nine to 18 years old—formulated with Epsom salt, coconut oil and sunflower seed oil. According to the brand, the sustainable packaging uses 82% less plastic than typical deodorant packaging and the paperboard and plastic tube package are 100% recyclable.

Mindalt is a mood enhancing deodorant that is made with "a potent blend of 22 essential oils and natural actives proven to enhance your mood by as much as 8x and stop odor continuously for 12 hours." The brand's philosophy is that "it has changed deodorant from a mindless function to a self-care moment." The deodorant is available in four scents: Less Anxiety (with lavender, clary sage and vetiver), More Energy (with lemon, bergamot and sage), More Focus (with cedarwood, eucalyptus and geranium) and More Mindful (with lemongrass, basil and cedarwood). The website features an ingredient list for each deodorant with an Environmental Working Group (EWG) Clean Rating, which is divided into five categories: mood enhancing essential oils, ingredients that absorb sweat, ingredients that prevent body odor, ingredients that improve the

^mPage 22; perfumerflavorist.texterity.com/perfumerflavorist/april_2017

ⁿPage 25; perfumerflavorist.texterity.com/perfumerflavorist/april_2018

product experience and ingredients that maintain formulation integrity.

Plant-Based Hair Care

Eco-friendly shampoos using plant-based ingredients and shampoo bars that require less water are gaining traction.

In Europe, L'Oréal recently launched Garnier Ultimate Blends Solid Shampoo Bars in four formulas. The solid shampoos are made with a blend of 94% plant-based ingredients and packaged in certified cardboard with zero plastic waste.

Also, in Europe, the Wella Company launched weDo, a new hair and skin care brand targeted at Gen Z. The range features 17 products that are certified by The Vegan Society and Cruelty Free International. The No Plastic Shampoo is a bar that contains 95% natural origin ingredients and requires less water, which is said to last over 80 washes. The Protect Balm is formulated with 93% natural origin ingredients and seals split hair ends. A bonus is that the product doubles as a lip balm formulated with sweet almond oil.

Everist offers “the first waterless hair care concentrates” that are clean, high-performance formulas, packaged without single-use plastic and activated by water. Available in a shampoo concentrate and conditioner concentrate, the products are 100% plant-based formulated with coconut-derived cleansers, aloe vera, peppermint, amla and rosemary oils.

Clean Candles

Like other categories, candles are the latest to join the trend for natural, plant-based products. Activity is being driven by coconut and soy wax blends, sustainably packaged candles and the seven chakras theme.

Michelle Pfeiffer has added new candles, diffusers and body cream to her natural Henry Rose brand. The candles are formulated with a clean blend of coconut, soy and vegetable waxes with a 100% cotton wick.

Known for its home fragrance sprays, Grow Fragrance debuted “the first certified 100% plant-based candle” made from a blend of soy and coconut wax. The line of candles are housed in a reusable concrete vessel with refillable and recyclable aluminum inserts.

New natural and non-toxic candle brand, Nette, uses a coconut-soy wax blend, 100% GOTS-certified organic cotton wicks and clean, botanically-derived scents from Robertet.

Recently launched Next Generation by Skandinavisk is a natural, organic, ethical and

responsible collection of home and body fragrances. Utilizing locally-sourced ingredients, the candles are offered in 10 scents inspired by nature, with a wax base extracted from traceable, sustainably farmed and non-GMO Swedish rapeseed oil.

Amen, a Grasse based brand, released a collection of seven non-toxic, vegan wax candles that are sustainably packaged paying homage to the chakras. The candles are housed in a porcelain vessel and packaged in a plastic-free and recyclable, carbon negative circular biodegradable mycelium (a fast-growing mushroom root system) box.

Similarly, U.K. brand 7 Over 7 is a new candle line based on “helping the alignment of the Chakra System: the seven sacred energy centers and designed to aid transformational self-development to help [people] feel grounded and centered.” Each product from the line is refillable and made of 100% natural patented wax blend “with zero impact on the environment when they burn.

Novel Mentions

Plant-based ingredients are sprouting up across all consumer packaged goods (CPGs) sectors including lip care, nail care and laundry care. These are just a few novel introductions.



Everist is “the first waterless haircare concentrates” formulated with coconut-derived cleansers, aloe vera, peppermint, amla and rosemary oils; courtesy of Everist.



Nette candle collection is a new natural and non-toxic brand that uses a coconut-soy wax blend, 100% GOTS-certified organic cotton wicks and clean, botanically derived scents from Robertet; courtesy of Nette Home LLC.

Softlips[®] launched the Naturals Lip Balm line “built on a technology-based system that provides up to eight hours of hydration” formulated with 100% natural ingredients including plant-based oils from sacha inchi, argan, green tea, rapeseed and tung (China wood). The lip balms are available in avocado oil (for intense hydration), manuka honey (for ultra-nourishing) and hemp seed oil (for extra soothing).

In June 2020, to celebrate Nails.INC’s 21-year anniversary, the brand has introduced the Plant Power range in 12 SKUs that are self-described as the “cleanest” launch yet. The 73% Plant Based nail polish collection is available in 21 shades (free from formaldehyde, acetone, parabens and 18 other ingredients), vegan, cruelty free and halal friendly.”

The Laundress and Aromatherapy Associates partnered on the Laundress x Aromatherapy Associates collection, which features two laundry detergents and two home cleaning solutions. The products are available in Deep Relax, Forest Therapy and Support Breathe scents, which are three of Aromatherapy Associates’ signature 100% natural and vegan essential oil blends.

[®]Softlips is a registered trademark of The Mentholatum Company

Plant Forward

Consumers’ interest in plant-based, clean beauty products is not waning. According to Clare Hennigan, Mintel[®] senior beauty analyst, “Consumers buy clean products because they believe they are safer than traditional products, have higher quality ingredients and are better for the environment. In light of the COVID-19 pandemic, consumers are looking for ways to protect their health and safety—increasing demand for clean beauty and personal care products.”

Consumers will continue to seek better-for-you skin care, hair care, deodorant and candles, many formulated with plant-based ingredients and sustainable packaging. Consumers are interested in their environmental impact and clean beauty as the pandemic has drastically changed consumer behavior, giving brands, fragrance suppliers and packaging designers opportunities for innovation.

[®]store.mintel.com/report/clean-beauty-incl-impact-of-covid-19-us-december-2020

