



**WHEN COSMETICS
GO HOLISTIC**



MINIBOOK 2023

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Introduction

The cosmetics industry has always marketed products designed to improve appearance, camouflage blemishes, fight the signs of aging and care for the skin. But in recent years, consumers have been refocusing on themselves. The various crises (health, economic, climatic, geopolitical...) are prompting the general public to focus more on their emotions to combat the prevailing malaise. And to help them in this complex task, cosmetics are the perfect ally.

In this way, the beauty industry becomes a daily partner for disconnecting, and caring for the psyche as well as the body.

But cosmetics don't stop there. It is beginning to explore new territories, such as sexual well-being.

To take stock of this new beauty trend at the crossroads of well-being, CosmeticOBS has designed this Minibook. It reviews the genesis of this trend, takes stock of consumer expectations and gives concrete examples of how brands are illustrating this trend through their new products.

WHEN COSMETICS MEET WELL-BEING

Since the health crisis, consumers have redefined the boundaries of beauty. The use of beauty products is no longer just about hygiene or beautification, it's about taking care of oneself and one's psyche. Perfect Corp, a company specializing in augmented reality solutions for brands, has published a recent article on the latest trends at the crossroads of skincare and wellness.

Confinement has enabled consumers to take care of themselves. Although health restrictions have been lifted, they still want to maintain these rituals. They are also aware of the link between body and mind.

The use of relaxing and anti-stress ingredients is also on the increase in the beauty sector," explains Perfect Corp. "Many brands are starting to incorporate adaptogens and other ingredients known as "neurocosmetics" which stimulate the calming and relaxing effects of the nervous system. Some products now contain mood-enhancing ingredients and block the production of stress-inducing cortisol, enabling consumers to experience beauty aimed at overall well-being."

Mr Sandman, give me a dream !

What if the best beauty secret was sleep? *"Sleep synchronization involves aligning the body's natural circadian rhythm by getting plenty of sun in the morning, reducing screen time in the evening and falling asleep at the same time every night. This trend has become popular with consumers who seek to achieve optimal well-being and adopt a holistic approach to their beauty routines."*

And this trend has not gone unnoticed by beauty professionals. More and more brands are formulating products with fragrances that promote relaxation and sleep.