

A black silhouette of a person with long hair, seen from behind with their arms raised, holding a film strip that loops through the air. The background is a light, hazy sky.

**THE NEW
FRONTIERS
OF SKINCARE**

MINIBOOK 2024

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Introduction

While cosmetics have become the new refuge for consumers under stress, the skincare industry is pushing back the boundaries of its territory.

For many years, the industry has strived to offer products to achieve a physical ideal that is (often) hard to attain. Those days are gone.

Today, it's no longer a question of fighting the signs of aging, but rather of welcoming them with kindness. The cosmetics industry aims to be a daily ally.

Brands offer products to please the body and the senses.

As a result, they are beginning to take an interest in new concepts. For example, oral care products are booming. So are those that promise well-being, relaxation or serenity...

CosmeticOBS has designed this Minibook to take stock of the new holistic cosmetics. It deciphers the new expectations of consumers and looks at the new ground into which skincare brands are venturing... sometimes at the risk of going a little (too much?) beyond the boundaries of cosmetics.

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.

WHEN COSMETICS WANT TO RHYME WITH THERAPEUTICS

If beauty products are used (legally speaking) to clean, exfoliate, moisturize, camouflage, beautify... they also help boost confidence and boost morale. This notion of cosmetic-pleasure is all the more relevant at a time when contemporary society is going through several major crises. On the occasion of the release of the Faire X Carlin trend guide, CosmeticOBS spoke with **Géraldine Bouchot**, Editorial Director of Trends and Prospects at Carlin and **Olivier Buffon**, Director of International Development at Faire, to explain this notion of cosmetics as a vector of well-being.

“Treating oneself well is essential to keep going,” Géraldine Bouchot explains that in the context of inflation and instability we are currently going through, consumers are all looking for a way to feel better. And cosmetics is a good way to achieve this.

This trend is global and crosses all generations. *“Wellness is a matter of survival. Even if my words are a bit strong, it’s about finding a personal benefit and rearming oneself in the face of the outside world, which is difficult to control.”*

According to the expert, this quest is a macro-trend that is not likely to fade with time. According to the expert, this quest is a macro-trend that is likely to continue over time. *“Seeking to do good to oneself is not new, but this need is growing and gaining in importance. What is changing is the means to achieve it.”*

A holistic offer

And to help citizens in this search for pleasure, brands are competing with each other in terms of imagination: nutricosmetics in the form of jelly beans (for the fun and regressive side), bath products, flash colors...

The posture of manufacturers is also important. *“Today, consumers no longer want to be lectured and are tired of being pointed at. They are aware of CSR issues and the state of the planet. They therefore expect companies to adopt a less guilt-inducing approach.”*

This trend linked to pleasure is also observed by Olivier Buffon. He explains that on Faire (a marketplace that connects independent brands and retailers), the number of beauty and wellness brands has increased by nearly 70% between 2021 and 2022.

According to him, the skincare products that are most sought after by customers are lip balms, hair products and body scrubs.

“We can clearly see that the players who have an offer positioned on the pleasure and well-being segment are much more popular with our buyers.”

Cosmetics, guarantor of the general public’s mental health? It seems that the beauty industry is freeing itself from the futile image it has been given for many years. For several years now, industry spokespersons have been advocating the “essential” nature of cosmetics for health and well-being. It is now considered by consumers and industry professionals as a way to escape the prevailing gloom.