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January 2013

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THE GREEN WAY
MARKETERS TRY TO KEEP UP WITH DEMAND FOR NATURAL

MAKING THEIR MARK
Startups and fresh faces impact skin care segment

WHERE'S THE BOUNCE?
Laundry sales fall despite unit dose

The O Factor
A look at olfaction trends in household products
from natural essential oils and botanical extracts instead of synthetic fragrances. For example, the hand wash is available in chamomile and mint variations; the wipes, mandarin or lavender.

Garnier’s new Soothing Remover Cleansing Towelettes for Sensitive Skin are said to be alcohol-, dye- and fragrance-free; while calming plant extract and vitamin E relieve and prevent skin redness and irritation.

Also in mass, J.R. Watkins Naturals launched a line of body butters. New Apricot & Pequi Oil Body Butter features antioxidant-rich pequi oil, extracted from the seeds of Brazilian-grown pequi fruit. It boasts a 97% natural formulation and offers intense hydration for skin, according to the company.

"Body Butter is one of the fastest-growing beauty categories and we’re thrilled to offer consumers a natural and affordable option that features an ingredient like Brazilian pequi oil,” said J.R. Watkins’ vice president of sales and marketing, J.R. Rigley.

Pequi oil naturally contains essential fatty acids and vitamins A and E, and has been used for centuries to provide deep, long-lasting moisture to skin. J.R. Watkins leveraged these benefits in a formula rich with shea and cocoa butters and apricot kernel and avocado oils.

Mustela, a top-selling baby care and stretch mark brand in Europe, added on to its clinically proven Dermo-Pediatrics product range with the new Stelatopia Lipid-Replenishing Balm. Specially formulated to address the needs of babies whose skin is more vulnerable, this rich, deeply hydrating formula alleviates sensitivity, relieves itching and soothes irritated, eczema-prone skin. The balm is formulated with Mustela’s natural, patented active ingredient, sunflower oil distillate. Sunflower oil in its natural state contains significant quantities of essential fatty acids that are known to improve skin barrier function, according to the company.

Mustela’s sunflower oil distillate is obtained using an exclusive two-step, extraction and molecular distillation process to yield an ingredient that is rich in tocopherols, phytosterols and essential fatty acids while being free of proteins, making it well-tolerated and safe for those with nut allergies.

The Honest Company, Santa Monica, CA, is expanding its 100% non-toxic product line with a new organic lip balm trio said to be gentle enough for the whole family. The set includes a lip balm in lavender mint, sweet orange vanilla and unscented Purely Simple.

"Today’s shoppers are proactive about pursuing healthier, safer alternatives when it comes to everyday personal care products. Whether it’s a veteran eco-friendly consumer who scrutinizes labels or a person who is new to natural living, shoppers want brands they can trust and that actually perform," noted Christopher Gavigan, company co-founder. “In our experience at Honest.com, our customers don’t want a vague list of questionable ingredients that require a chemistry
degree to decipher, they don’t want products that are ‘green washed’ and promise to be all natural but actually contain toxic chemicals, and they don’t want something that is expensive and fails to do its job. Because they are both savvy and busy, our shoppers want a trusted one-stop-shop for effective personal care products.”

Fame and Fortune
Prestige marketers are also tapping into the demand for natural personal care. First Aid Beauty (FAB), sold at Sephora stores, expanded its sensitive skin care collection with Dual Repair, its first-ever anti-aging range. Created by industry veteran Lilli Gordon of Newton, MA, FAB products are paraben-, chemical- and colorant-free.

Dual Repair reportedly harnesses a breakthrough combination of ingredients to strengthen the skin barrier, stimulate the dermal matrix and reduce skin sensitivity. Each product contains a proprietary blend that includes the age-defying and barrier strengthening actives such as astaxanthan, a potent antioxidant derived from marine micro-algae; SymCalmin, a derivative of oats that reduces inflammation, redness and itching; argirelin, an acetylated hexapeptide that reduces wrinkle formation and redness; ascorbyl glucoside, a form of vitamin C that smooths and brightens the skin; and lana blue, an extract of blue algae with retinoid-like activity.

“l saw a need for an integrated solution that went beyond anti-aging alone. The Dual Repair collection simultaneously heals and rejuvenates skin for optimal results,” said Gordon.

Next month, Origins will bulk up its Plantscription brand with a SPF 25 anti-aging cream. This new plant-powered face cream is said to contain 300,000 raspberry plant stem cells and visibly reverses signs of aging. It also uses the line’s signature anti-aging powerhouse ingredient, African anogeissus.

MAC, another Estée Lauder brand, is sourcing from higher grounds with the new Mineralize Volcanic Ash Exfoliator. According to the company, this unique foaming scrub contains natural volcanic ash and fine sugar crystals to deeply cleanse pores.

Marketers are also expanding green personal care offerings to include furry friends who could use a little TLC. John Masters Organics recently introduced an organic pet care line. The range features lemongrass and flaxseed shampoo and conditioner. These pet-pampering products contain essential oils of neem, citronella and eucalyptus to ward off fleas and ticks while lemongrass and flaxseed oils help to promote a healthy coat, according to the company. As an added bonus, the lemongrass works as a disinfectant to keep even the most mischievous pets fresh and clean. A portion of the proceeds from the product sales will go to help animal shelters around the US. The brand also recently rolled out a Eucalyptus & Agave Face Wash & Shave Foam combination product for men.

WHY THE RASPBERRY?
• Among all the raspberry variants that were evaluated, the red raspberry variety Rubus idaeus chosen as the source of stem cells was the one that contained the highest level of biologically-active compounds, according to Origins in reference to its latest Plantscription rollout. The raspberry strain was identified in Dei Lombardi, near Avellino, on the Apennine Mountains in Italy. In 1980, a major earthquake devastated the small town. After rebuilding brick by brick, a British expatriot with a passion for gardening was inspired to plant raspberry bushes. They flourished in the rich Italian soil and ripened into plump, succulent berries.

Color Me Green
Natural ingredients are being utilized in the cosmetics segment, too. Dr. Hauschka Skin