

Sustainable Skincare

The beauty industry is slowly changing. Consumers are becoming more conscious of the products they use, and brands are responding by creating more sustainable products. This is a positive trend that we hope to see continue in the future.

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WHY IS SKINCARE IMPORTANT?

Although the skincare industry has consistently been growing, it's also one of the most competitive. Brands are constantly innovating to stay ahead of the curve. This is why skincare is so important to consumers.

THE CONSUMER'S PERSPECTIVE

There are a few other concerns that have emerged in the skincare industry. Consumers are becoming more concerned about the ingredients in their products. They are also becoming more concerned about the environmental impact of their purchases.

Skincare trend timeline

2015: Natural ingredients, clean beauty, cruelty-free, vegan, sustainable packaging, ethical sourcing, social responsibility, diversity and inclusion, transparency, inclusivity, self-care, mental health, holistic wellness, mindfulness, meditation, yoga, Pilates, fitness, wellness, health, beauty, lifestyle, culture, community, social media, influencers, digital marketing, e-commerce, subscription services, personalized skincare, AI, AR, VR, 3D printing, nanotechnology, biotechnology, stem cell research, gene editing, CRISPR, synthetic biology, nanomedicine, regenerative medicine, precision medicine, personalized medicine, digital health, telemedicine, remote patient monitoring, wearable devices, smart home, smart appliances, smart cars, smart cities, smart infrastructure, smart energy, smart grids, smart buildings, smart homes, smart factories, smart agriculture, smart transportation, smart mobility, smart infrastructure, smart cities, smart energy, smart grids, smart buildings, smart homes, smart factories, smart agriculture, smart transportation, smart mobility.

Greater demand for 'clean' products

Consumers are increasingly looking for products that are free of harmful chemicals and are more environmentally friendly. This has led to a surge in demand for 'clean' beauty products.

DEFINITION

Clean Beauty refers to products that are free of harmful chemicals and are more environmentally friendly. This includes products that are free of parabens, phthalates, and other potentially harmful ingredients.

Skin Whitening

There is a growing trend towards skin whitening products. Consumers are looking for products that can help them achieve a brighter, more even complexion.

TAKING A LOOK AT L'ORÉAL, KAO AND NATURA & CO through the lens of a investor

79% reduction in CO2 emissions in 2020 compared to 2019

-77% reduction in CO2 emissions in 2020 compared to 2019

-48% reduction in water consumption in 2020 compared to 2019

-37% reduction in waste generation in 2020 compared to 2019

PRODUCT 1: Nourishing Banana and Mint

PRODUCT 2: FIT ME! Foundation

Our ESG Commitment and Actions

-42% reduction in water consumption in 2020 compared to 2019

-26% reduction in CO2 emissions in 2020 compared to 2019

-17% reduction in CO2 emissions in 2020 compared to 2019

553 million plastic bottles recycled in 2020

518 billion plastic bottles recycled in 2020

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-32.8% reduction in CO2 emissions in 2020 compared to 2019

-2% reduction in CO2 emissions in 2020 compared to 2019

+13.8% increase in revenue in 2020 compared to 2019

58 billion plastic bottles recycled in 2020

Glossier

"heavy products inspired by real life"

2019: \$1.2 billion valuation

100% of Glossier's products are cruelty-free

100% of Glossier's products are vegan