

RESILIENT BEAUTY



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resilience

/rɪzɪliəns/

noun: resilience; noun: resiliency; plural noun: resiliencies

the capacity to recover quickly from difficulties; toughness.

the ability of a substance or object to spring back into shape; elasticity.

Resilience in Personal Care

A resilient industry

The personal care industry was hit hard by the pandemic, but growth is expected to return over the next few years.

Category YOY Growth Comparison

GBP million, 2015-2025

Source:
Euromonitor



Consumer resilience

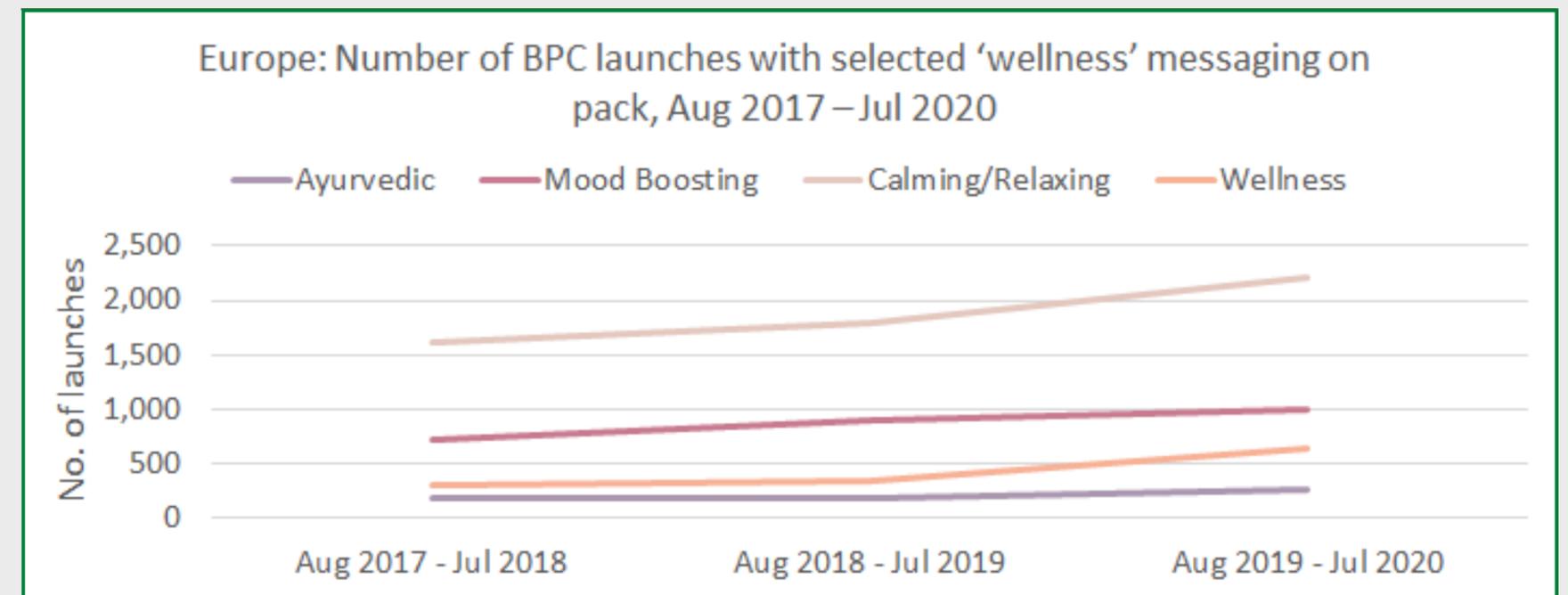
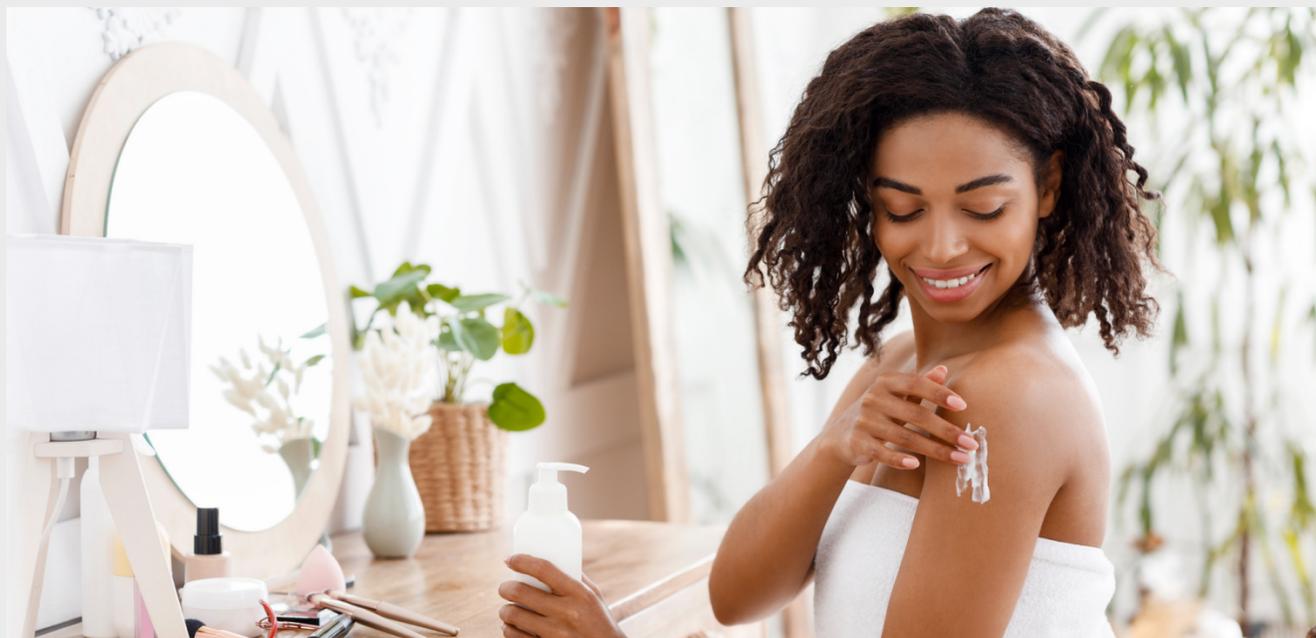
Consumers are adopting a 'build back better' mentality, considering sustainability and health and wellness.

They have greater appreciation of the impact their choices can have on their hair and skin and have been empowered to find tailored personal care solutions.

We'll take a look at some of the challenges we put our skin and hair through every day and how we can use innovative ingredients and formulations to help instil resilience.

Resilience in Personal Care

Consumers are increasingly prioritising self-care, with hair and beauty regimes offering a chance to relax, restore normality and provide relief in challenging times.



Source: Mintel
GNPD

In the UK, 45% of 16-34-year-olds have done more beauty and personal care activities to reduce stress and anxiety since the COVID-19 pandemic began.

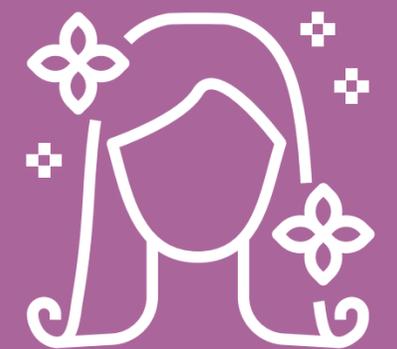
Source: Lightspeed/Mintel

The number of BPC launches with selected 'wellness' messaging has seen an increase in recent years.



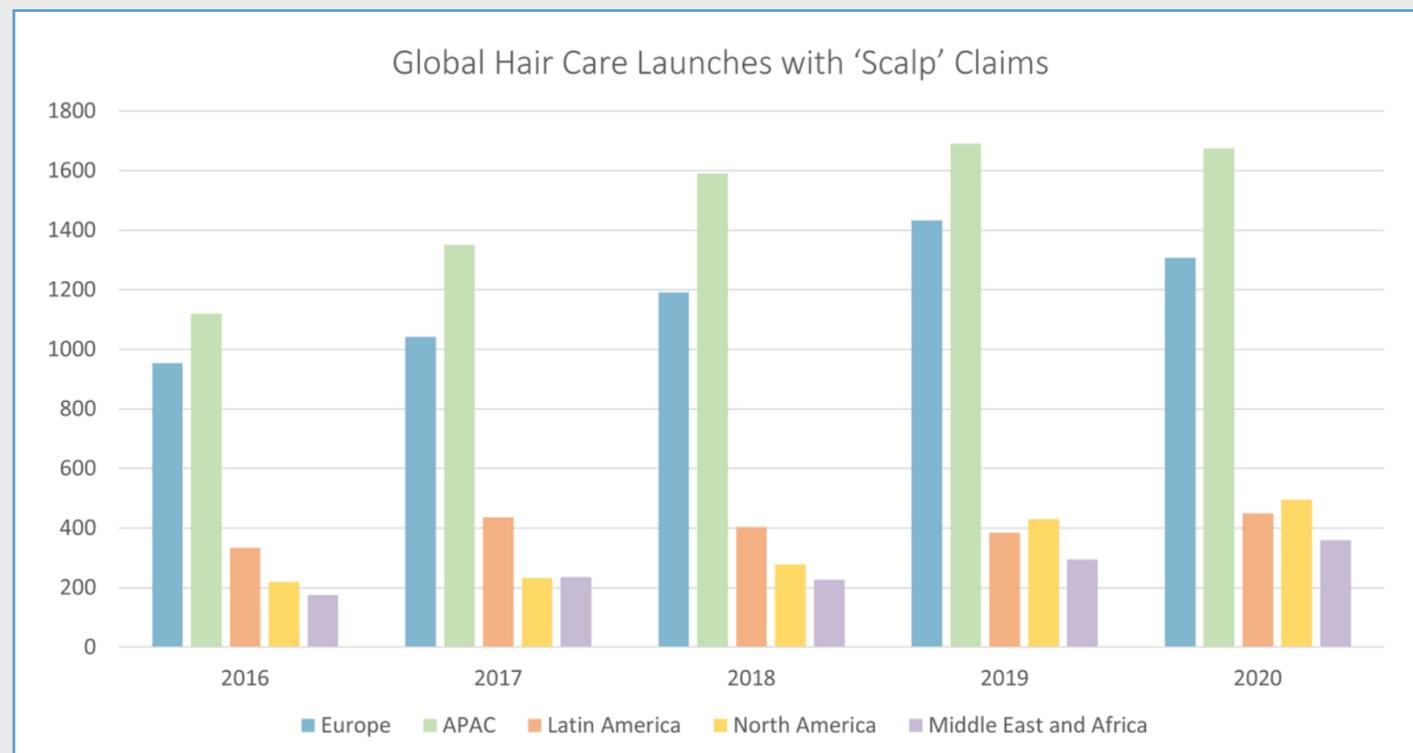
Hair

So, what can we do to make our hair resilient and give it that healthy look and feel we all strive for?



Resilience: care for the scalp

Consumers recognise the importance of a healthy scalp. It is believed to promote stronger hair growth, minimise hair loss and ensure healthier looking and feeling hair.



Between 2016 and 2020, there was a 51% increase in global hair care launches with a scalp care (or scalp-related) claim.

Source: Mintel GNPD, 2021

- Consumers are looking to skincare for inspiration, including the use of trending and established ingredients, and similar claims and formats. Between 2018 and 2020, hair serum launches were up 29.9%

Source: Mintel GNPD, 2021



Nutrivent Balance™

Provides consumer perceivable improvements in scalp oiliness and hair aesthetics, for more flexible styling regimes.



Essential balance purifying scalp serum

Purify and protect oily scalps with this lightweight, leave-on serum.



Skin

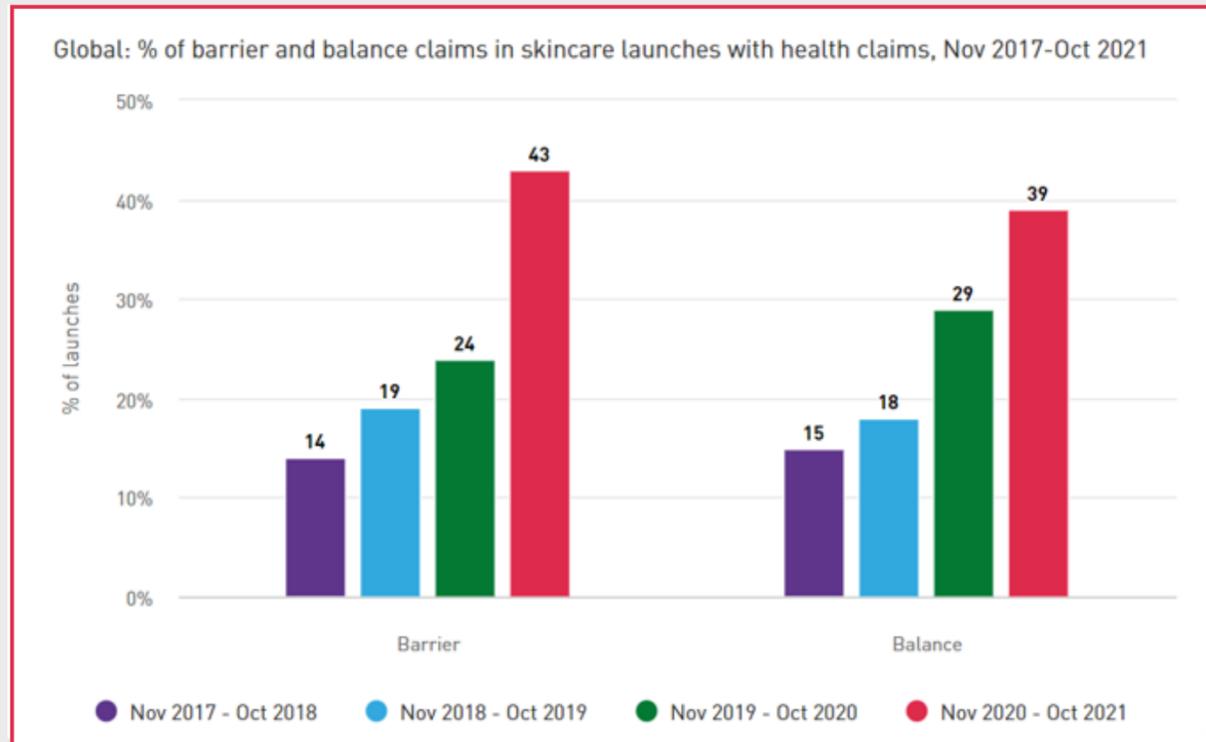
So, what can we do to make our skin resilient and give it that healthy look and feel we all strive for?



Resilience in skin care

There is a growing consumer awareness that a healthy/balanced skin microbiome provides skin benefits and more resilience than a disrupted microbiome.

- For example, a healthy microbiome may help protect the skin against invasion by pathogenic organisms
- Consumers are therefore looking for products and ways to help them maintain a healthy skin microbiome



Graph showing the rise in barrier and balance claims in skincare launches with health claims.

Source: Mintel GNPD, 2021



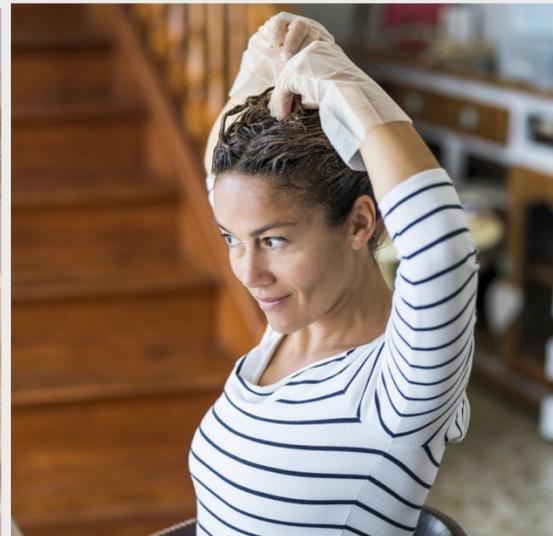
In the UK, 29% of consumers are worried about stripping away good bacteria from their skin due to hot showers or daily baths.

Source: Mintel, 2020

In summary...

Our skin and hair are challenged everyday by various factors.

We can help them to be resilient and bounce back through the use of innovative ingredients and formulations.



Meet consumer needs with Croda
We offer expertise in formulation development, claims substantiation, market analysis and regulatory support.

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