

2022 Movements + Trends

Report



COSMETIC
SOLUTIONS
[INNOVATION LABS]

With Becca Anderson, Director of Product Development & Education
+ Courtney Regan, Director of Global Marketing & Brand Development

.....

innovation

starts here.



Cosmetic Solutions is THE innovative partner for growth-oriented beauty companies. We offer the operational excellence of large-scale contract manufacturers with the proactive leadership and flexibility to help you grow on your terms.

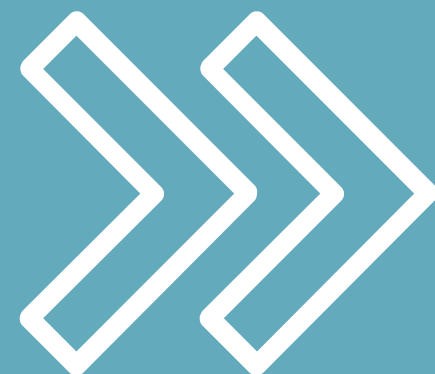
innovation

is at the core of everything we do.

.....

As your partner, we want to bring you not only our expertise, but also our insight as we discover shifting and emerging movements and trends within the beauty landscape. With an ever-evolving industry such as ours, a vital element for your success is remaining at the forefront of innovation.

Join us now, as we take you into the future of beauty!





2021

rewind



Looking Back at 2021

.....
skincare

*genderless
beauty*

sustainability

Digital Beauty



Responsible Beauty



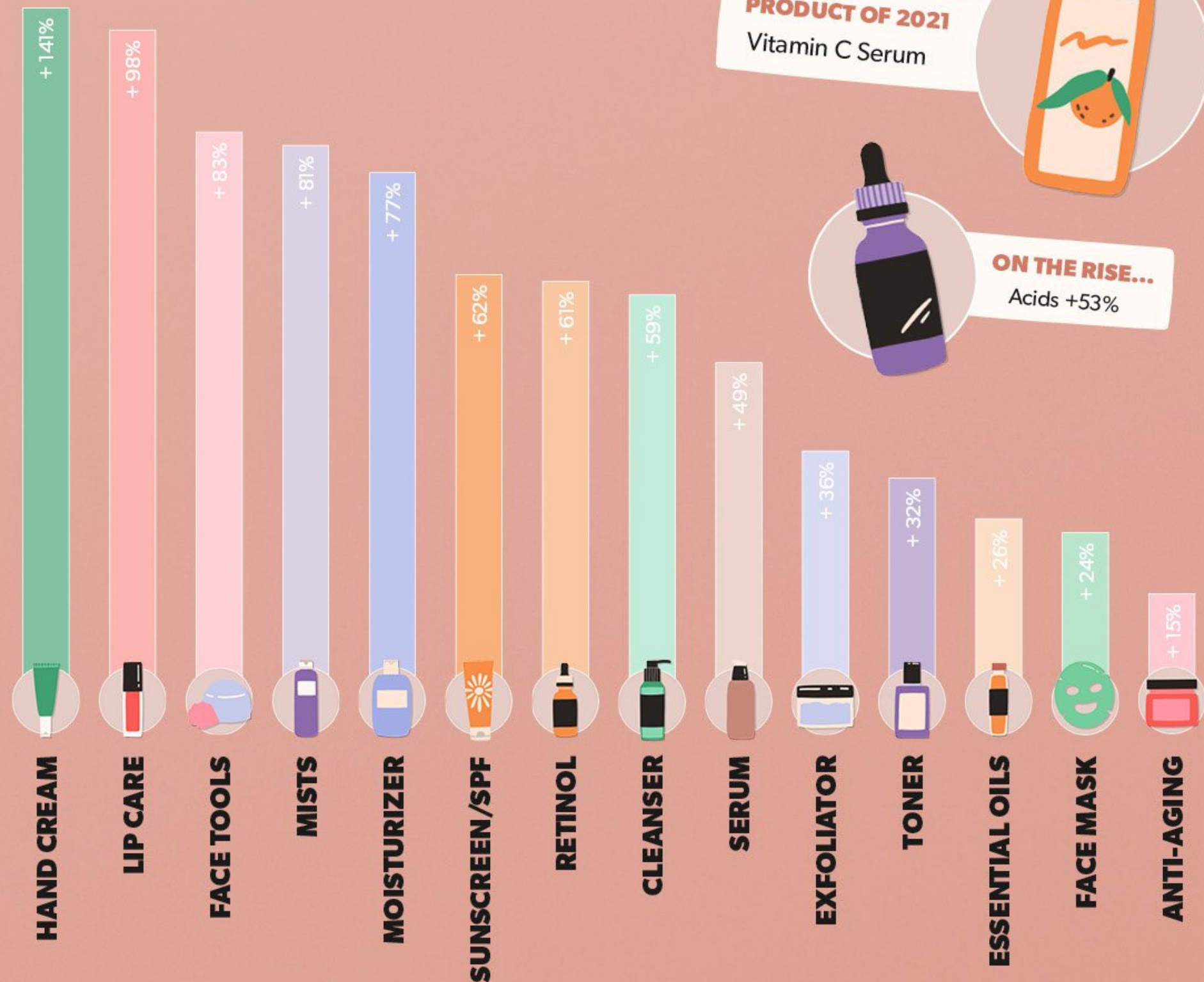
cleanical

Total Skin Defense

Inclusive Beauty

The trending skincare products in 2021

SOURCE: SKINSTORE



2021

top
searched
skin care
questions

What is the correct order of doing skincare?

What does Vitamin C do for your skin?

What Does Squalane Do?

What is Niacinamide?

What is Glycolic Acid?

When should you start using retinol and how often?



2021 Top Emerging Ingredients

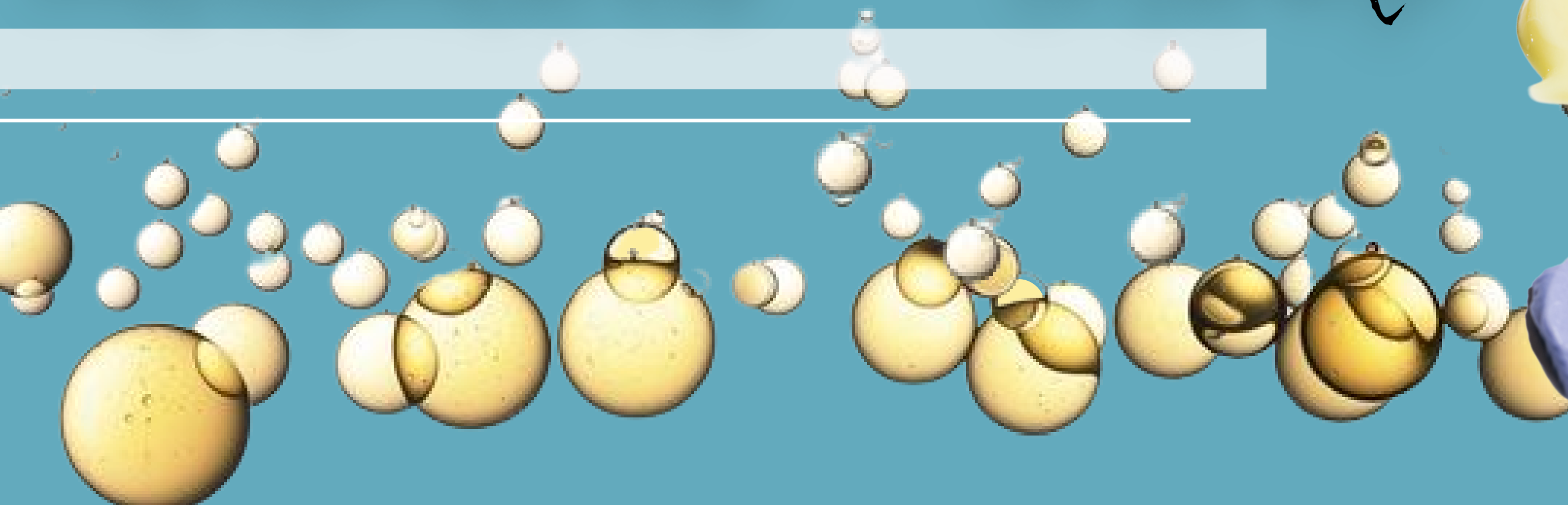
Chlorophyll
Postbiotic
Pyrrolidone Carboxylic Acid (PCA)
Bakuchiol
Winter Cherry
Volcanic Ash
Makgeolli
Tulip
Hydroxypinacolone retinoate (HPR)
Probiotic
Prickly Pear Seed Oil



SOURCE: Trendalytics

2022

movements + trends



The Kindness

"K-connection"



The Future Is Kindness



KIND
always be

your skin
deserves a
little extra
kindness today.



The Kindness "K-connection"

When the pandemic first hit, we saw kindness spread all over the world. People came together to sing on balconies in Italy and others set up mutual aid groups to offer support to the elderly or vulnerable.

We learned that amid the fear, there was also community, support and hope.



BREAK DOWN
BEAUTY BOUNDARIES,
RETHINK NATURAL &
ALWAYS BE KIND

Love and Kindness are two concepts everyone seems to be spreading as the social differences and strains over the last few years have played a toll on us all.

If you haven't noticed yet, Kindness is quickly becoming an emerging trend.

people are seeking purpose + spiritual meaning during these tough few years

*think "Bigger Picture";
more selfless acts*

This Valentine's Day Ashley Manning raised \$22,000 and had 300 volunteers to help arrange more than 13,000 flowers to deliver to the 400 widows.

17th Feb
**RANDOM ACT
OF KINDNESS
DAY**

Spread love and happiness by committing a random act of kindness!



prettythings.charlotte
3,798 followers
View profile

A Kinder Consumer

Leading body positive shapewear and intimates retailer Shapewear conducted a recent survey that found that 61% of women want to see more unedited photos on social media, but only 6% committed to stop editing pictures of themselves.



All bodies are good bodies.

It's time to start investing in sustainable happiness instead of chasing fleeting standards of beauty.

Self Love Revolution

85% of women would like to be kinder to themselves.

SOURCE: ONEPOIL



I run on coffee, kindness & skincare!

@glowskinandbeautychh

A Kinder Brand

As of 2021,
plant-based
skin care
surpasses

\$683M

SOURCE: Fact.MR

Kind Science™

Kindness is my superpower

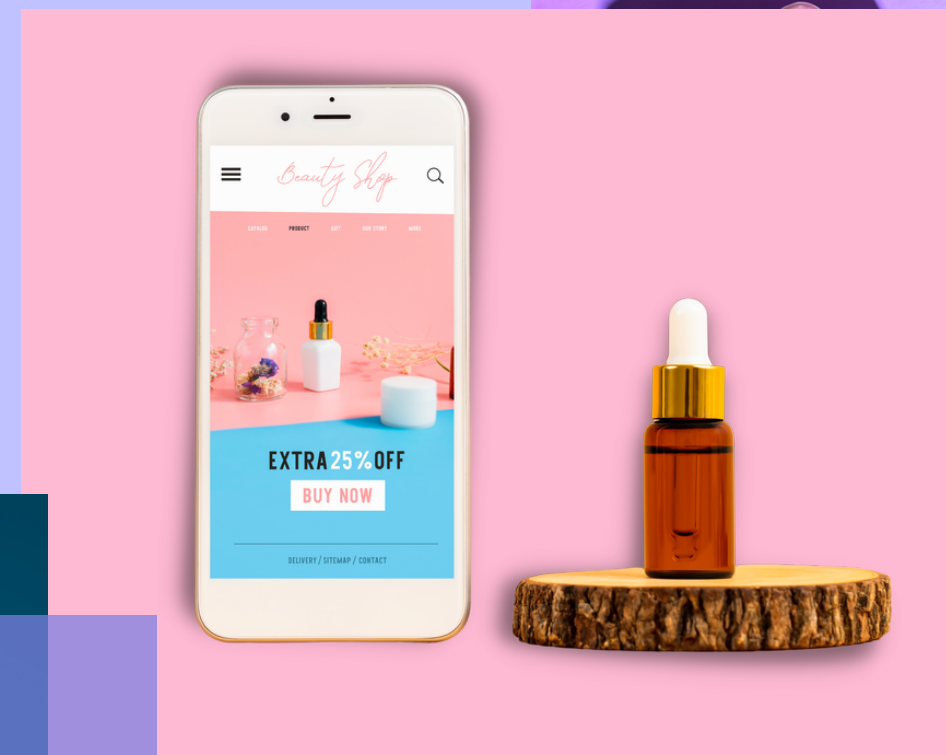


The cycle of "take, consume, and dispose" will be replaced with "make, use, return, and repeat"



TRULY

Buydeology



Buydeology

"Cause Marketing"

is causing a stir in the industry as big brands lead the way and bring new meaning to social causes.

66% of global consumers align themselves with brands that mirror their values.

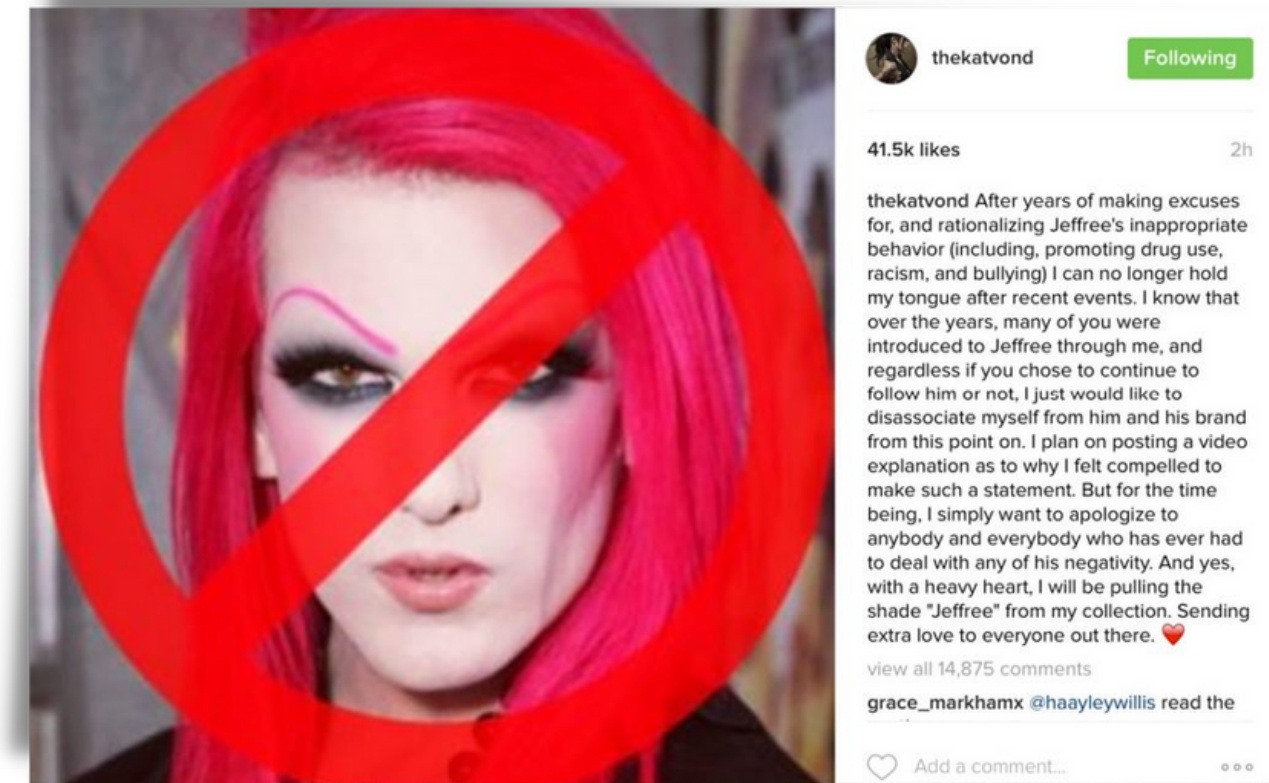
SOURCE: FIT LIFESTYLE SURVEY, 2021

Consumers are affiliating themselves with companies that share their cultural and ideological values.



GenZ is more focused on how the product expresses their values, than the price point.

Crude + Lush say goodbye to social media in favor of well being and ethical values.



Even more than discounts, consumers want meaningful support.

Buydeology

88%

of global consumers want brands to help them make a difference.

SOURCE: FORBES,



Today's consumer:

- going much deeper than what a product does
- seeking a brand that represents their culture
- main focus on the brand promise
- all about how they represent themselves on social media

we will see an emergence of value-driven brands

MY BEAUTY,
MY RULES

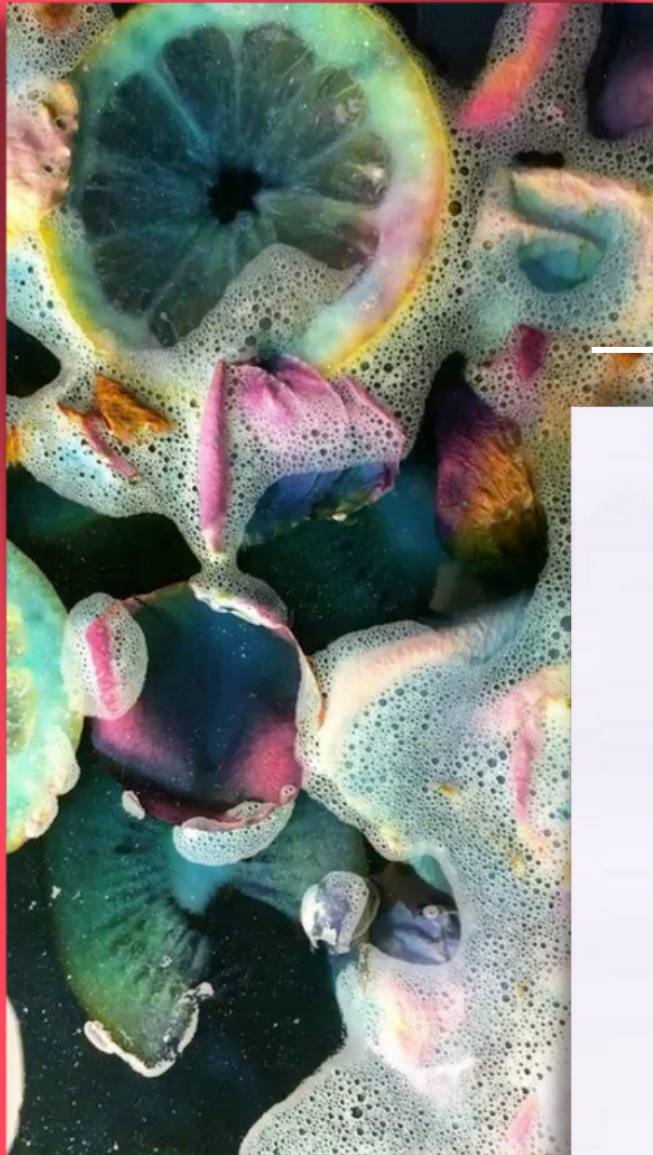


MORE TRIBALISM
+ POSSIBLY LESS TRUST IN INSTITUTIONS

Consumers will switch from, select or even boycott brands that align or don't align with their own views.

Beauty is Life

Life is Beauty



Beauty is Life, Life is Beauty.

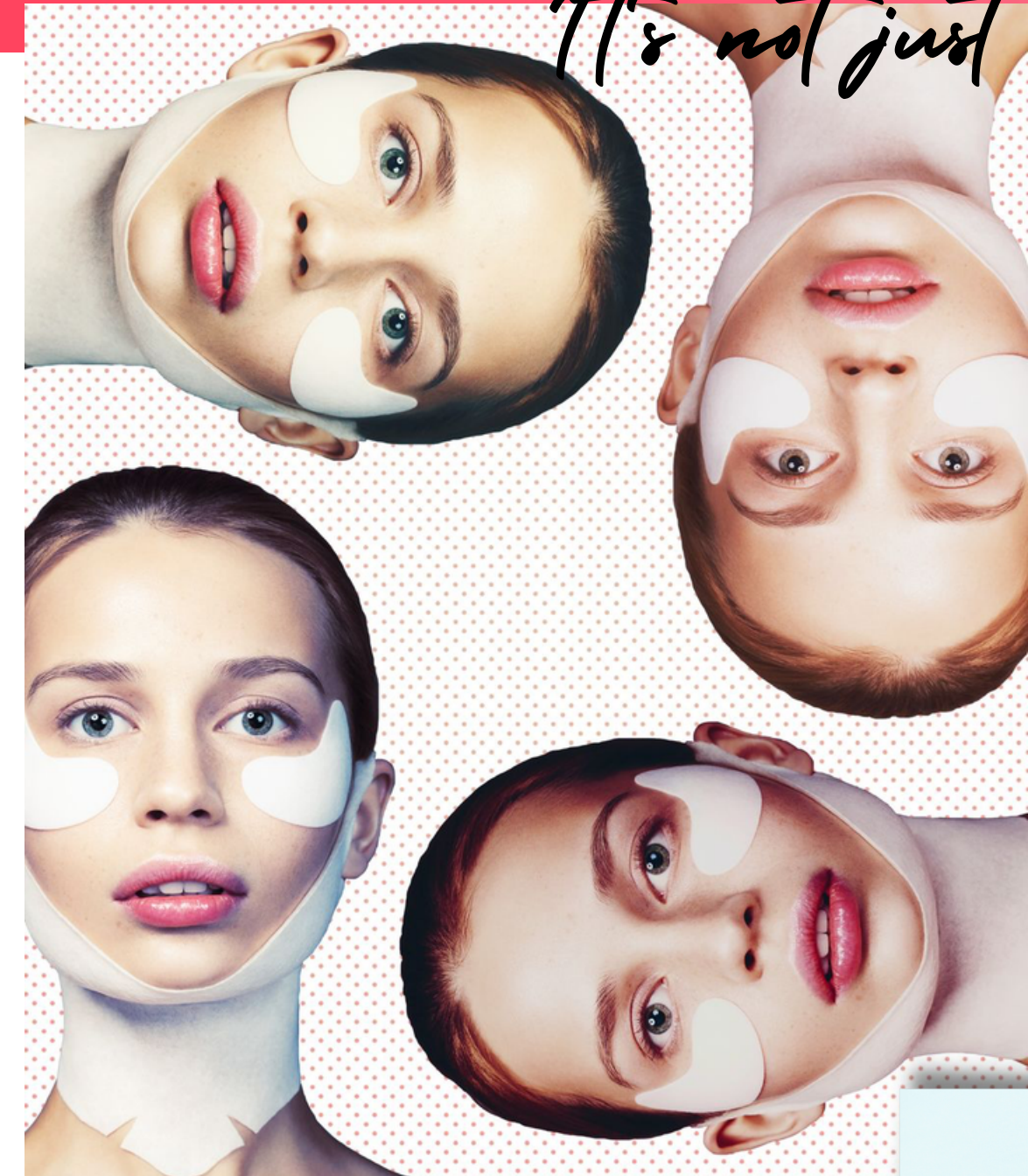
It's not just you - everybody is obsessed with beauty and skincare.

skin care, once considered an unglamorous private duty for women trying not to age, has transformed into one of the most shared human experiences on the planet

Anyone can participate, including celebrities trying to seem relatable. Within the last year, Chrissy Teigen has exposed her hormonal acne on Twitter, and Gabrielle Union joked about a pimple on Instagram. Kendall Jenner didn't conceal her zits at the Golden Globes, while Kylie documented a few filtered spots on Snapchat.

"I like the ritual element," Lisa Lucas, the executive director of the National Book Foundation said. "I like saying: 'It is bedtime, I do these things.' And I look forward to it. My life is so busy, and just setting aside that time is really satisfying."

A CLEANSER IS A CLEANSER NO MATTER YOUR SKIN COLOR, WEIGHT, OR GENDER IDENTITY. AND THEREFORE SKIN CARE ISN'T INHERENTLY POLITICAL OR EXCLUSIONARY.



Beauty is Life, Life is Beauty.



Curél offers Life's Stages Skin Care for Pregnancy & Motherhood, First Signs of Aging, and Menopause



"The Skin is the Theatre of Life"

PIETRO SIMONE
SKINCARE

bio-recognisable formulations
to meet the demands of skin
at all stages of life



It's not always about turning back the clock: "I don't need to look 15 years younger, I just need to look kind of glowy."



Beauty is Life, Life is Beauty.

UK indie brand Faace is on a mission to address real consumer need states through simple, targeted products, and the company is eyeing continued expansion this year, its founder says.



30%

of US adults* have tried a new beauty and grooming product they hadn't tried before in the last three months.

SOURCE: MINTEL



Intimate Specific Products

QUEEN V™



Mintel suggests adding facial-care-inspired benefits to the intimate area to add value and differentiation.

[think brightening, anti-aging, firming + hydrating]



EVVY

The Beauty of Blockchain



Blockchain Meets Beauty

“a method for sharing and storing encrypted information in real-time”

SOURCE: WHIPLASH

\$3.03B

global blockchain market size

SOURCE: KNOWLEDGE STORE

being able to trace an ingredients' origin is increasingly more important to the consumer - especially amongst the greenwashing occurring within the industry



67%

global blockchain market CAGR [2020 - 2025]

SOURCE: REPORTLINKER



decentralizing information storage

Beauty Eco-lution



Storied Materials



71% of global consumers are willing to pay a premium for brands that provide traceability.

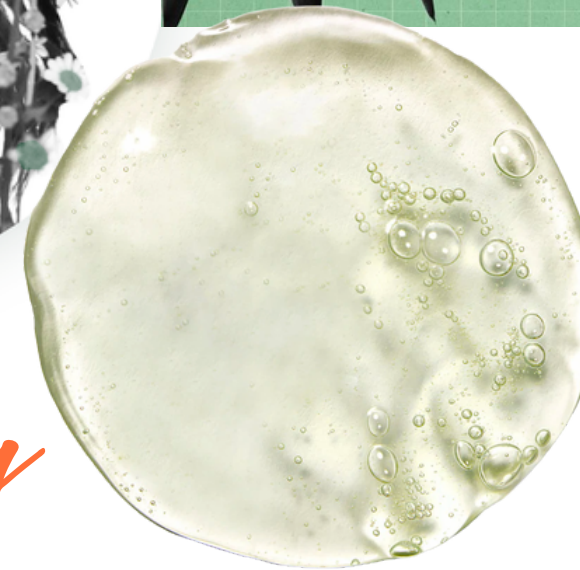
SOURCE: IBM INSTITUTE OF BUSINESS VALUE, 2020



full traceability

(about where the ingredients are sourced and by whom)

***Bonus: paints a positive picture for sourcing**



build trust through transparency



a more hyper-conscious consumer - especially amongst the younger generations

Beauty Eco-lution

Zero Waste



Upcycled Ingredients:

- NECTA (oil-soluble actives)
- GIN TONIQ (water-soluble actives)
- FRUIT POWDERS (powders + exfoliants)



AXIOLOGY

"Makeup shouldn't just be safe for the people who wear it. It should also be safe for animals, the planet and the people who make it."
- ERICKA RODRIGUEZ, FOUNDER



60%

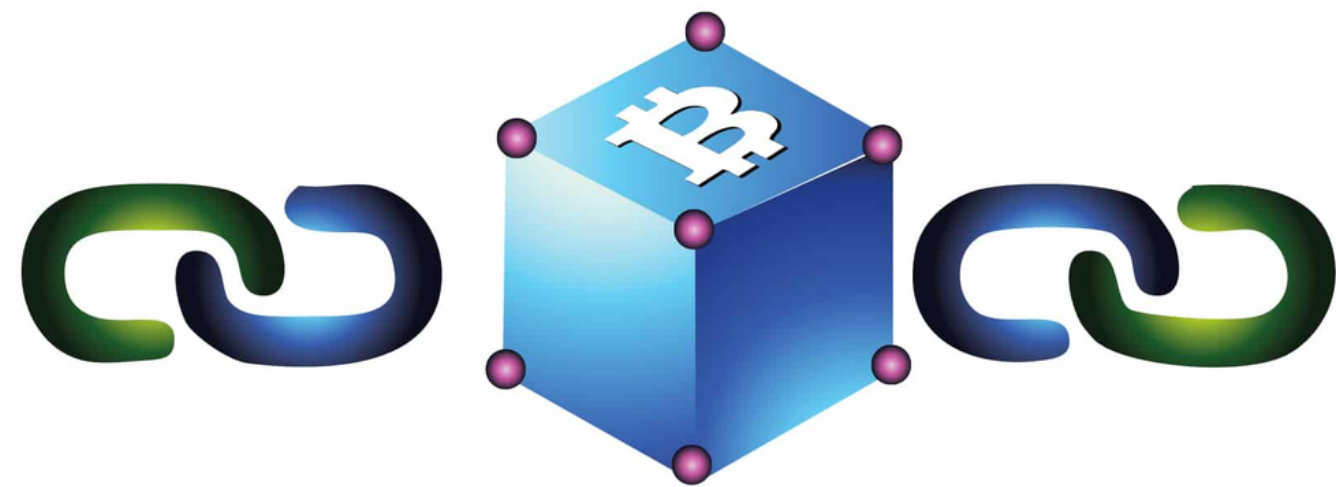
of gen Z and millennial consumers say they pay attention to how a product is made or sourced

SOURCE: BEAUTY INDEPENDENT

Beauty Leverages Blockchain

PUREARTH®

another brand who has partnered with Provenance to invite their consumers to discover the origins of the product

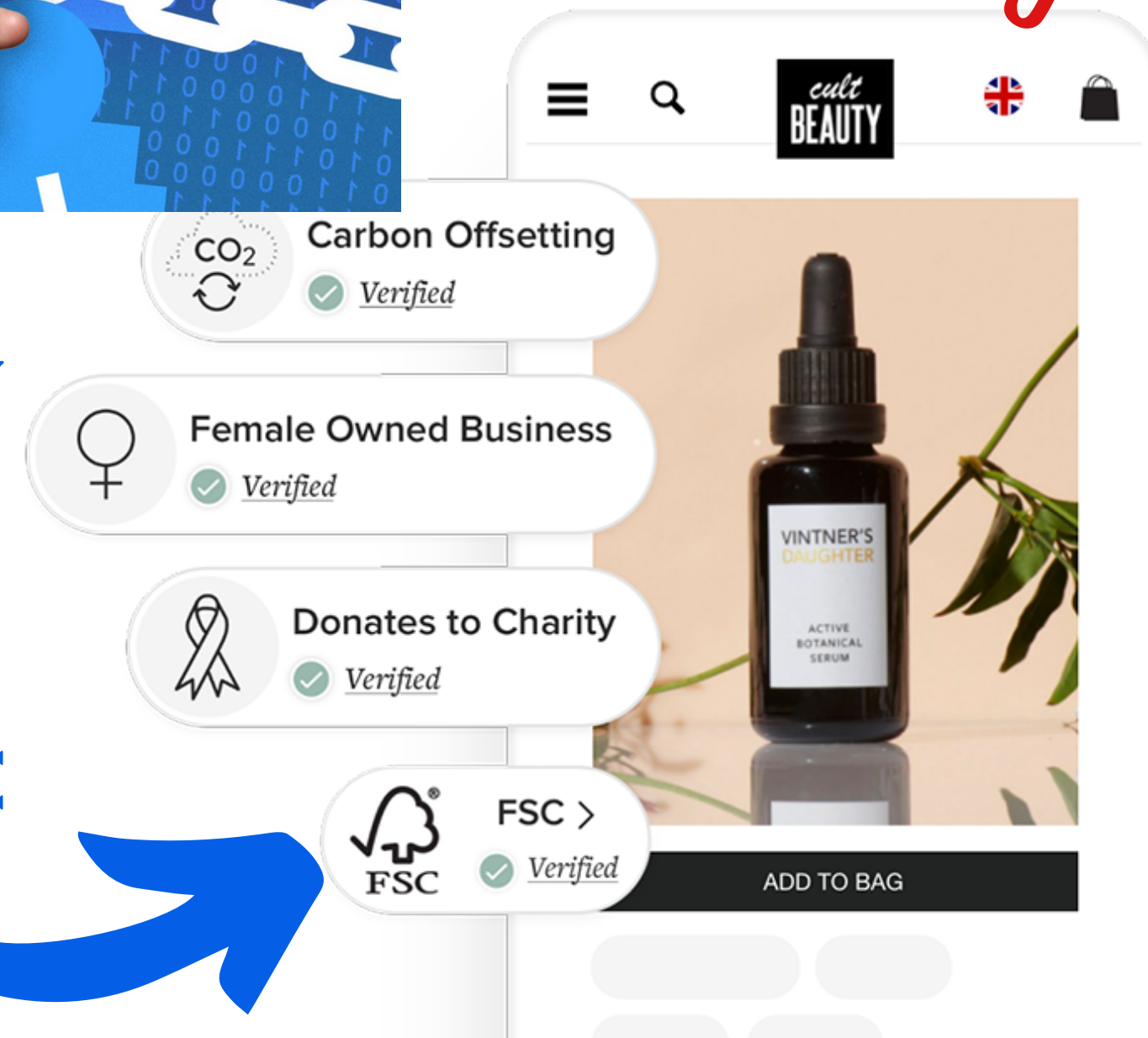


BrandTag = software that allows brands to authenticate their claims and formulas



full visibility

**LEADER =
CULT BEAUTY
PARTNERED WITH
PROVENANCE TO
PROVIDE A DIGITAL
PLATFORM TO
CONSUMERS TO MAKE
INFORMED
PURCHASES**



Beauty + the Brain

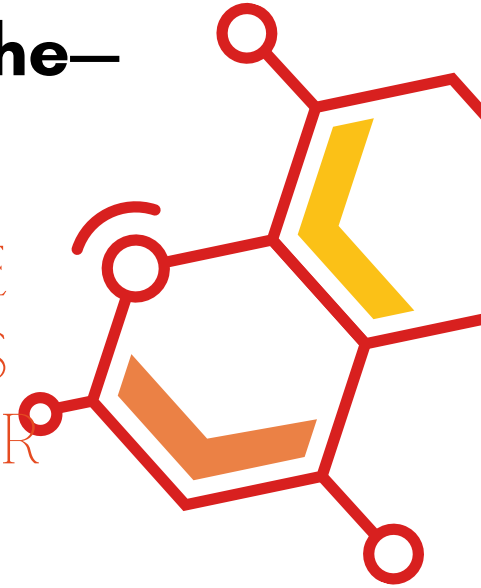


The Brain - Beauty Connection

In 1974, French psychoanalyst and Freud disciple Didier Anzieu first introduced the concept of “the skin-ego.” The skin-ego, he wrote, is a “psychic envelope” that defends the body—and the psyche—from external aggravators.



SKINCARE SPEAKS TO SOMETHING MUCH MORE PRIMAL: THE DESIRE TO CONTROL THE SELF AS NORMAL LIFE MAY SLIDE FURTHER AND FURTHER FROM OUR GRASP.



INSIDE/OUT BEAUTY: MENTAL HEALTH, RELAXING AND ANTI- ANXIETY SKINCARE RITUALS

Among patients with disfiguring, chronic skin conditions, the prevalence of psychiatric disorders is 30% to 40%.

Significant stress and anxiety have been reported in 44% of patients before the initial flare of psoriasis, and recurrent flares have been attributed to stress in up to 80% of individuals.

The prevalence of psychiatric disorders among patients with skin conditions is greater than in patients with brain disorders, cancer, and heart issues combined.

Can product formulations harness the power of mind-boosting ingredients for happier, healthier skin?



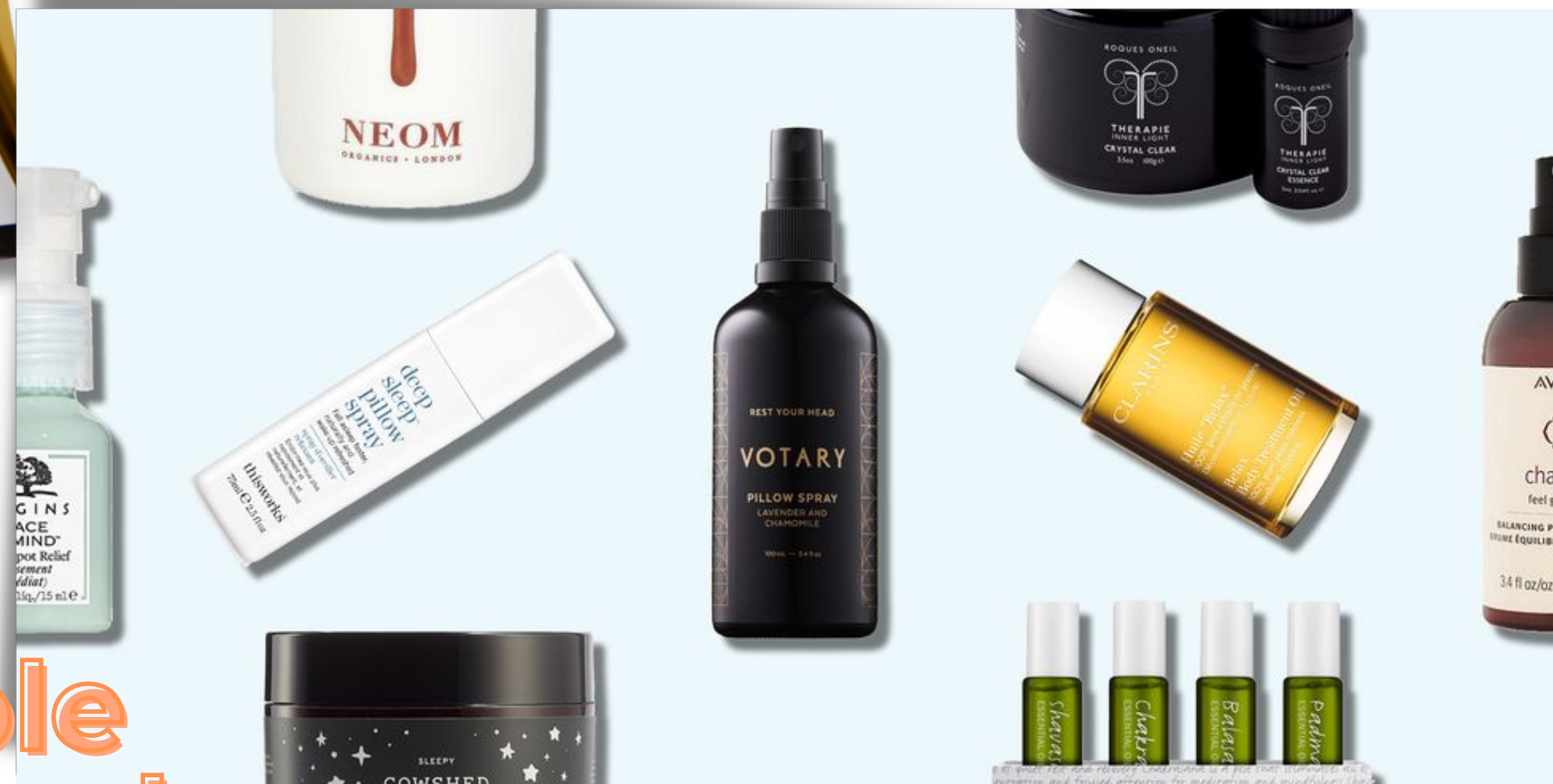
Psychodermatology

the study of the connection between the "mind" and the skin

Skin care is quickly becoming the second most popular vehicle for products mentioning "nootropic".



Loum, based on the ingredient neurophroline derived from wild indigo, which the brand claims reduces cortisol levels in the skin.



Szent is reinventing flavored water by using various aromatherapy scents in the ring around the screw cap to evoke certain moods and to convey the idea that it is flavored water without any calories.

inhalable supplements

emotion-based claims

phyto-endorphin

boosts happiness



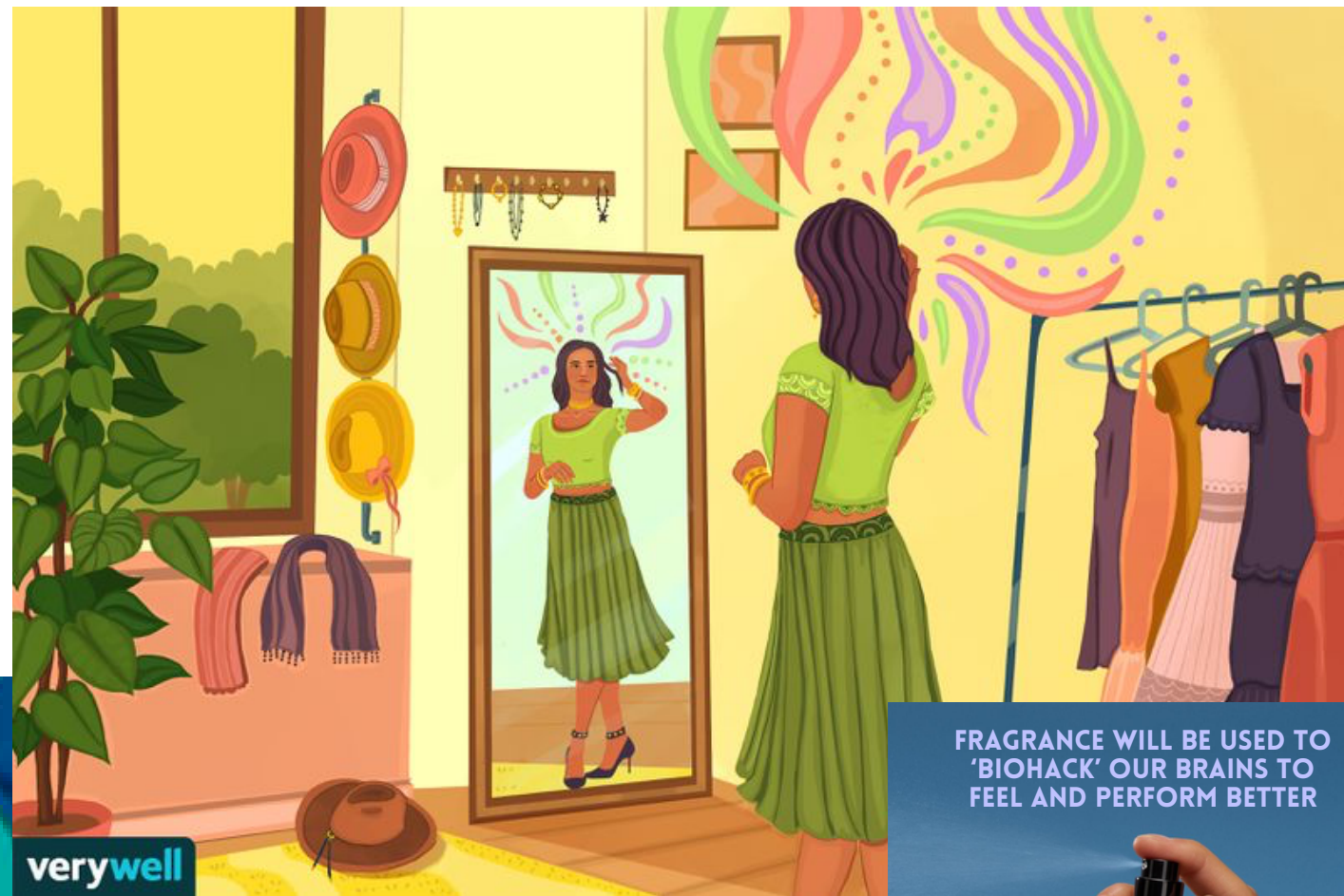
Let's Biohack



biohacking is defined as the attempt to manipulate your brain and body in order to optimize performance, outside the realm of traditional medicine.



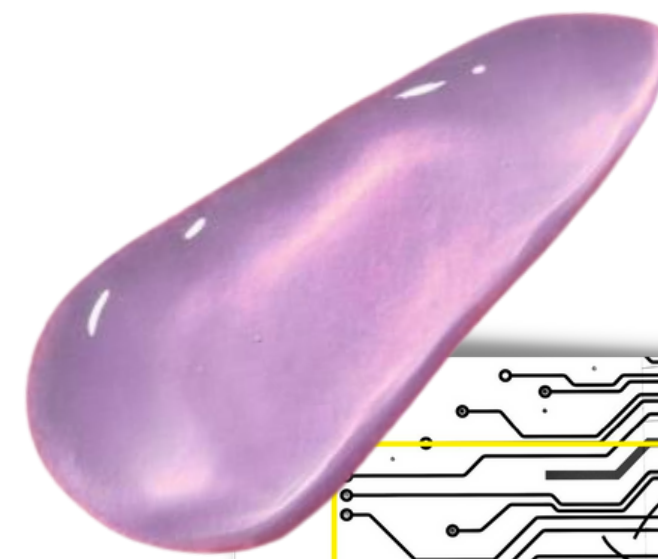
Nootropics are mind boosting supplements that have proven benefits to memory, creativity and motivation. As consumers see the mental benefits, look for them to seek out those same impressive properties in their beauty products.



DOPAMINE DRESSING' TREND...WEARING THINGS THAT BOOST YOUR MOOD

Natural Brain Boosters:

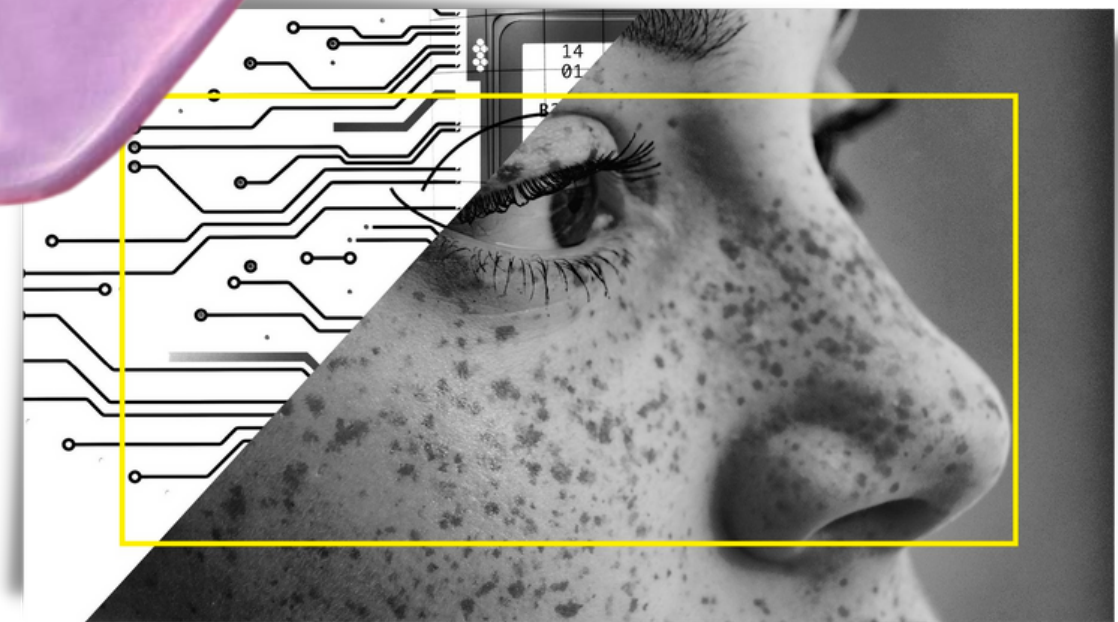
- Caffeine
- Ginseng
- L-Theanine
- Creatine
- Bacopa Monnieri
- Rhodiola Rosea
- Ginkgo Biloba



FRAGRANCE WILL BE USED TO 'BIOHACK' OUR BRAINS TO FEEL AND PERFORM BETTER



- Are you already BIOHACKING?**
- meditation
 - fasting
 - microneedling
 - acupuncture



Pharmacogenomics

Exposome



studying how genes play a role in a person's drug response



By 2027, The global Pharmacogenomics market is anticipated to reach

\$11.97B

SOURCE: EMERGEN RESEARCH

GENE THERAPY



Biosimulation:
Can skincare ingredients permanently alter microbiome?

In South Korea, MIT engineers developed "electronic skin"; a sensor-embedded patch that sticks to the person's skin and doesn't peel away, even if they are sweating.



We Need Nostalgia

75% of Millennials admit to feeling more nostalgic within the last year.

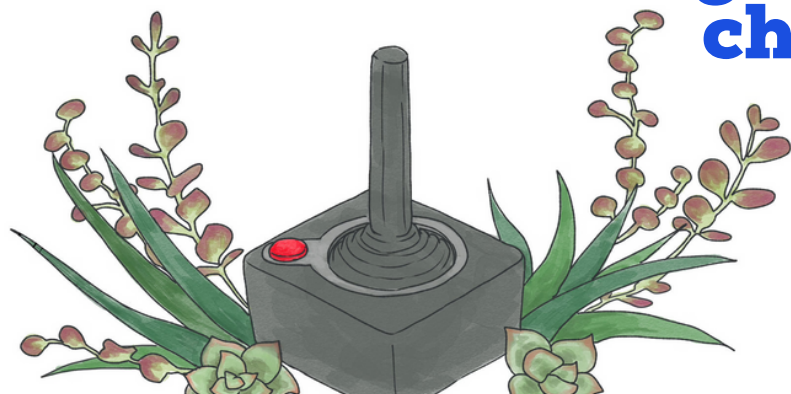
SOURCE: WGSN

People turn to nostalgia during times of pain and crisis as ways to cope and find peace.



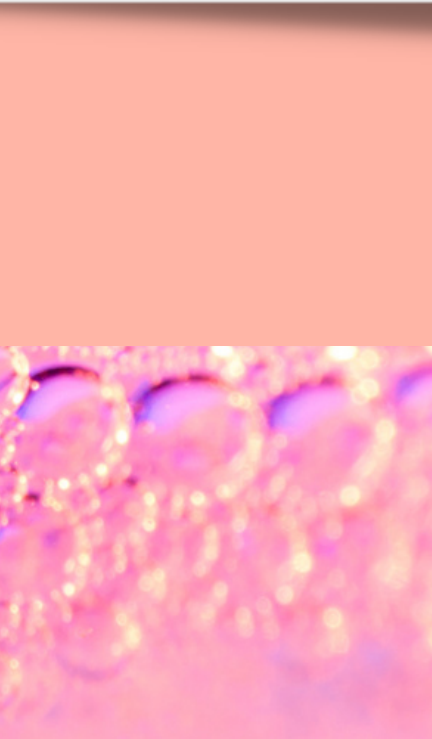
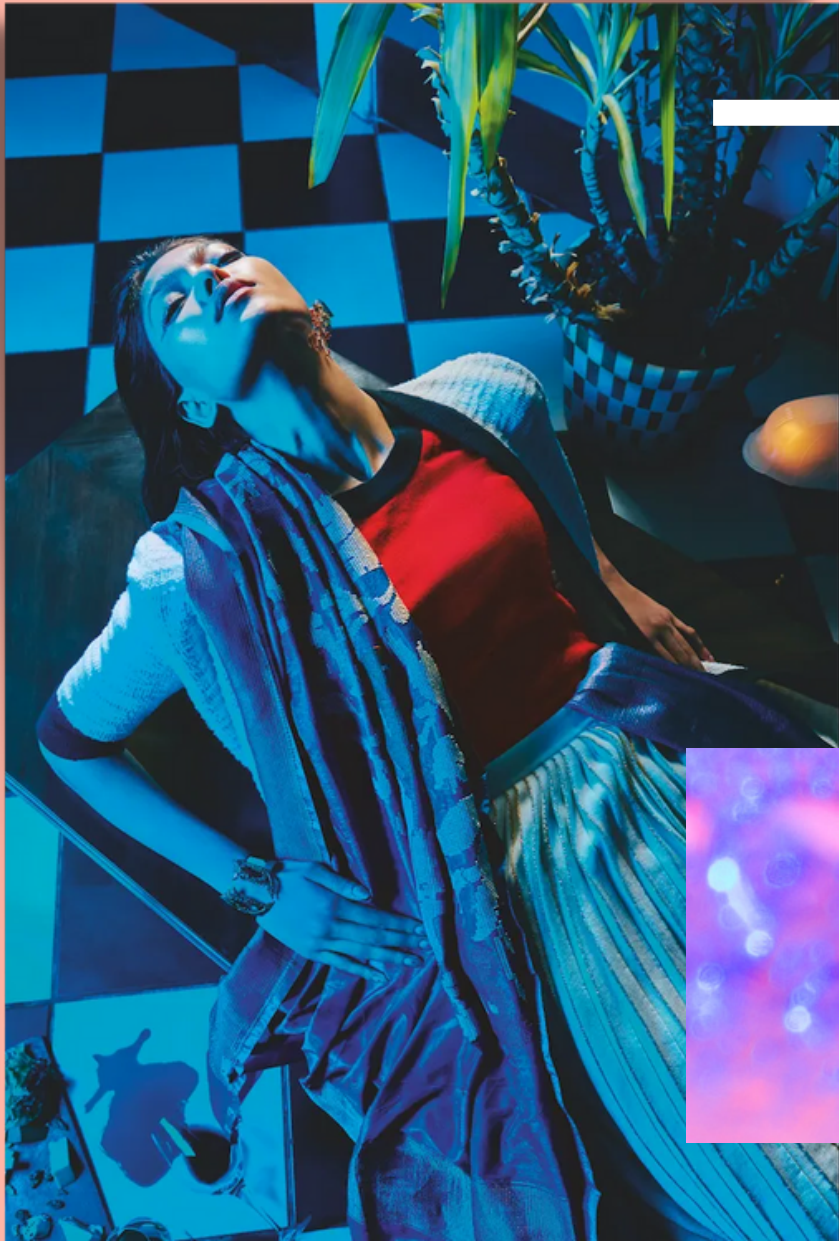
According to Cosmetic Design, Gen-Z consumers are "preferring juicy, flashy colours, tactile textures and stitching".

Millennials and others are gravitating towards childhood nostalgia



Micro is

Meaningful



Microdosing



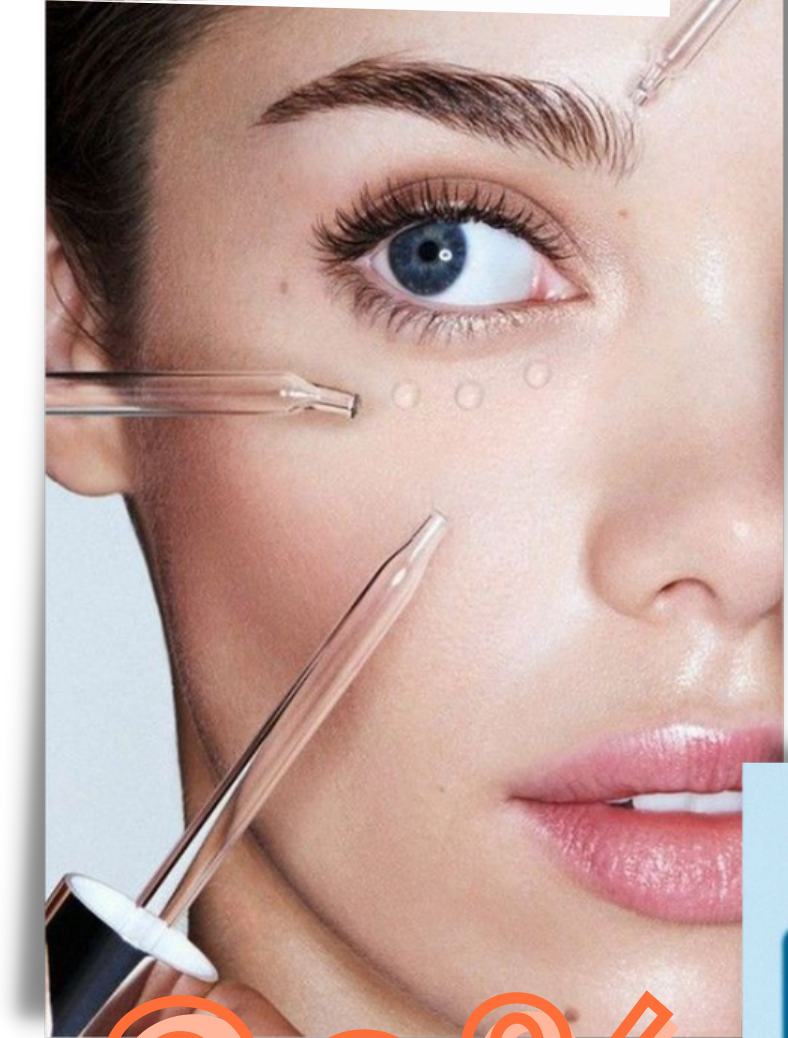
LESS IS MORE!

“The practice of microdosing has been around for decades,” says Dr Jason Thomson, head of medical at Skin + Me. “It’s probably most commonly known in reference to taking micro concentrations of psychedelic drugs, such as LSD and psilocybin (the active molecule found in magic mushrooms).”

The ingredients best suited for microdosing are those that are more likely to cause skin irritation

[retinoids, hydroxy acids, vitamin C]

by using ingredients in a hyper-precise way, real benefits are possible



80%

of consumers expect personalization and prefer retailers that provide it.

SOURCE: BEAUTYMATTER

Mushrooms Under the Microscope



mushroom benefits:
high levels of antioxidants, minerals, amino acids and vitamins

Once relegated to alternative health and wellness stores, mushrooms have taken center stage in the beauty world.

Are mushrooms the secret ingredient hiding in your skincare?



Agarikon Mushroom
firms + clarifies the pores

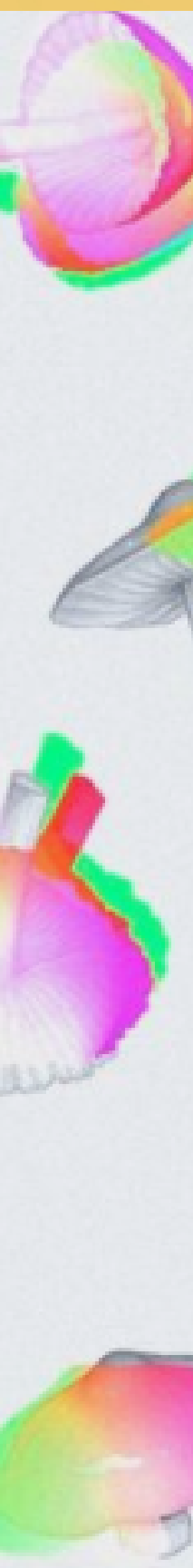
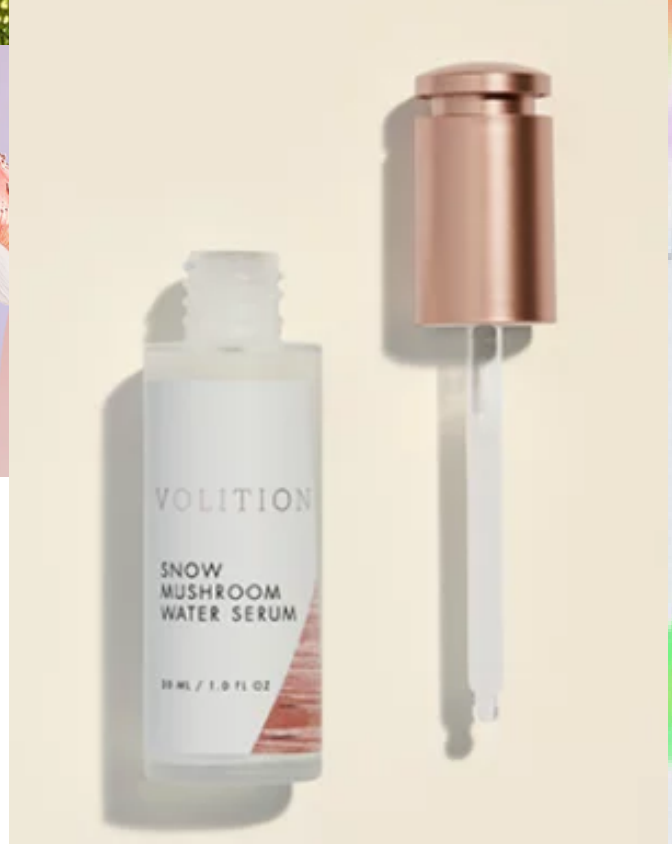


**antiviral
anti-inflammatory
and antibacterial**



Porcini Mushrooms

have the highest amount of antioxidants per mushroom, according to researchers at Penn State University



Micro-Moments

Care
SELF
IS NOT SELFISH



**AN AESTHETIC
OF SCARCITY**



Quick + easy product formats

an opportunity for brands to offer products that evoke the feeling of a wellness ritual without the added effort

Products that can be applied throughout the day and on the go - like facial mists - can offer consumers "micro moments" of self-care.

give yourself a pause



MEET US IN THE METAVERSE

With resident gamer Jessica Zuschlag

(Who is also ranked #150 in North America for the game Overwatch!)



Get Your Game Face On

82%

of consumers admitted to playing video games or watching video game content during the pandemic.

SOURCE: GLAMOUR

90+ companies building the metaverse according to CBINSIGHTS.



'PHY-GITAL'
a new world Gen-Z consumers have created that's mixed virtual reality with in-store experiences



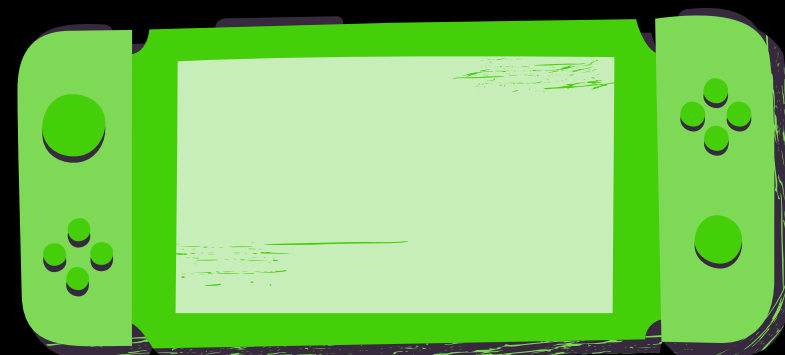
'RETAIL-TAINMENT'

Gen-Z consumers wanting to shop in person, but also seeking the social and entertaining aspect.

80%

of gen Z and millennial consumers play games."

SOURCE: STATISTA



Gamification is growing

Brand interactions such as campaigns, apps and transactions will take on gamified elements.

Research by Newzoo found that women account for 46% of gamers while queer and ethnic minority communities are also fighting for more representation.

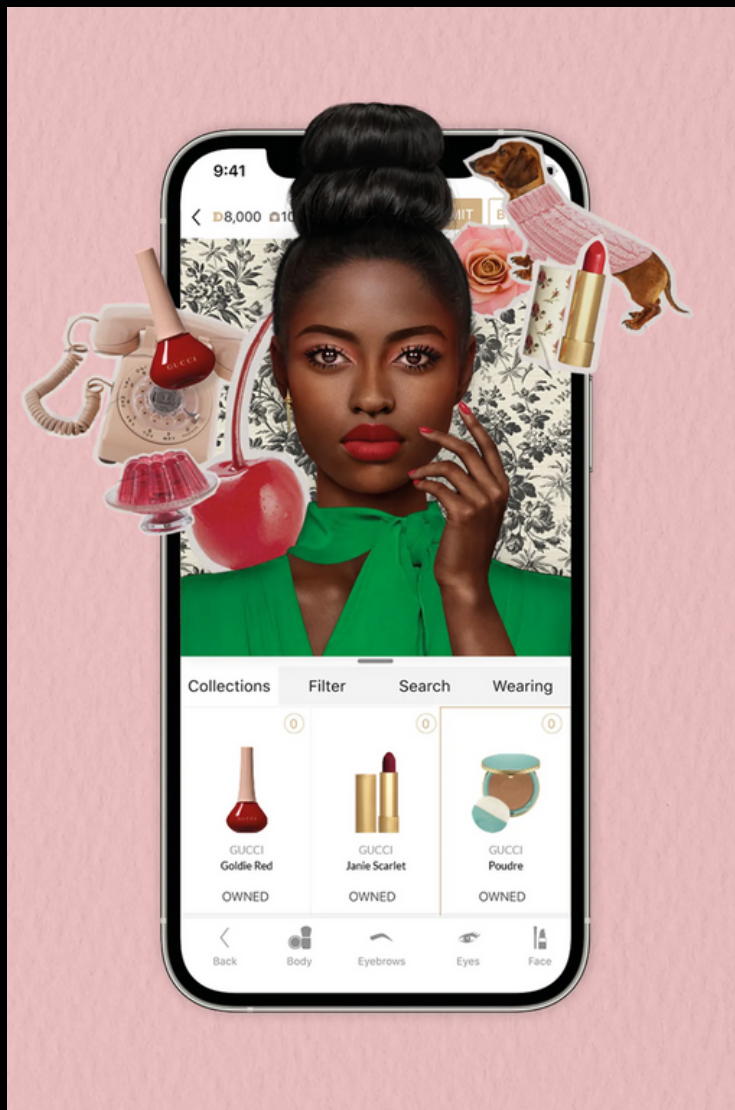


Get Your Game Face On

the emergence of beauty into gaming

**BENEFIT LAUNCHED
IT'S OWN CHANNEL
ON TWITCH TO
CONNECT TO THE
BEAUTY + GAMING
COMMUNITIES THIS
PAST JUNE**

*3 realms we perform beauty rituals:
body, domestic space, virtual space*



Gucci has partnered with Drest, a luxury gaming app, to give users the opportunity to become a virtual fashion stylist and makeup artist.



Fenty partnered with Riot Games to 'celebrate beauty in all its forms – including animation'

Mintel reports how beauty brands are entering the gaming world in an effort to drive engagement, maintain or build brand awareness, align with on-trend beauty themes and promote new products.

My Life Online



Charlotte Tilbury created an immersive VR shopping experience with avatars and video-calling so customers could shop socially with their friends.



Sephora's Virtual Artist app introduced Augmented Reality to the masses for shopping, rather than entertainment.



YOU'LL SEE:

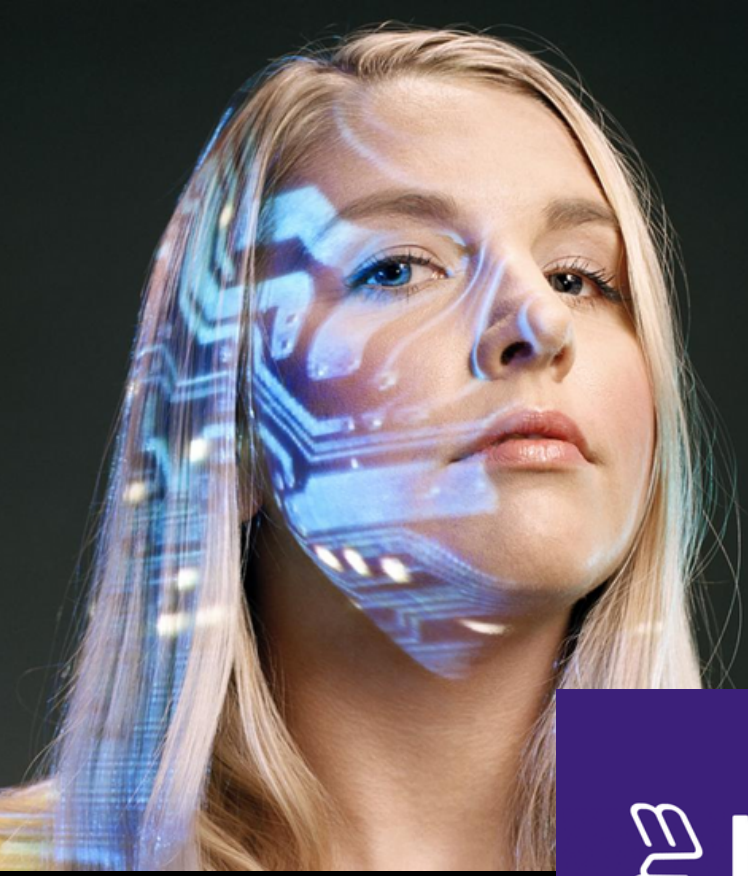
- virtual try-ons
- online, virtual events
- "deep-fakes" (life like)
- risk-free try-ones
- beyond face filters
- sensual storytelling over digital platform (influencers)



virtual platforms

retail experiences will be less about buying items and more about engaging with products.

My Life Online



Lancer Skincare + ByondXR create virtual Lancer Dermatology Shop



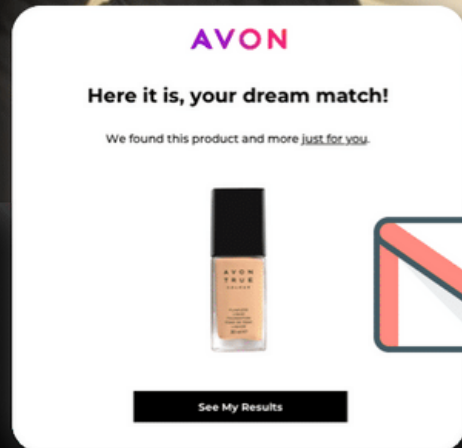
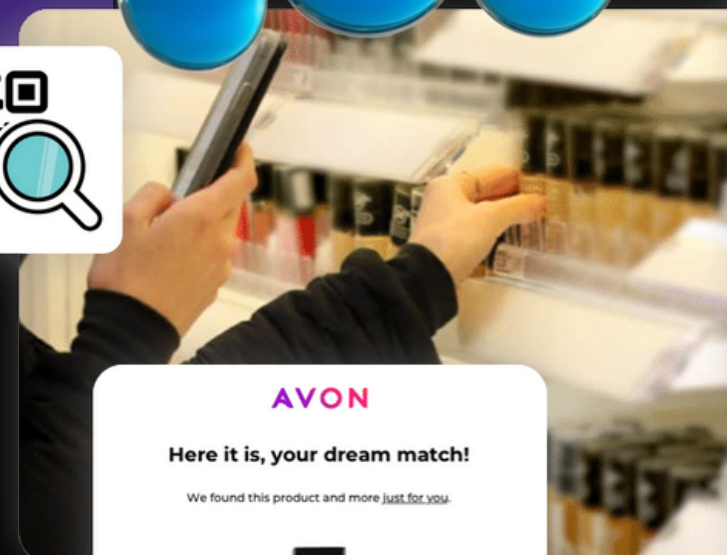
45%

respondents say they are more likely to purchase from a business that offers a virtual reality or AI experience that allows them to try out a product online.

SOURCE: EXPLODING TOPICS

digitally native brands + traditional retailers going digital

 mime



Global ecommerce sales have jumped to

\$26.7T

SOURCE: NATIONAL RETAIL FOUNDATION

The tech market is growing exponentially, with the global artificial intelligence market alone set to reach **\$77.8B** in the next five years.

SOURCE: TRENDALYTICS

Crypto in Cosmetics

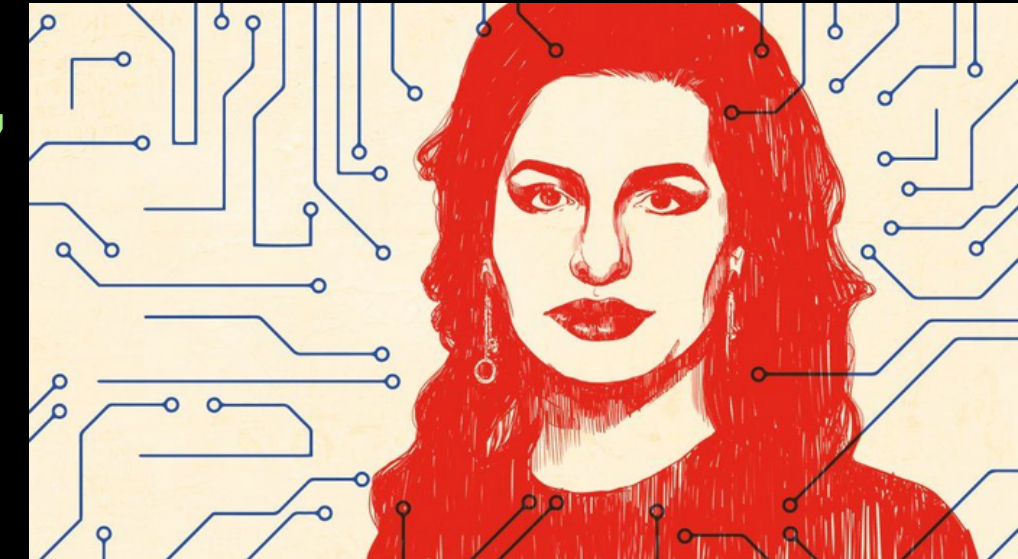
Walmart is looking to launch its own-brand cryptocurrency, NFTs, possible payment system, and e-wallets, according to CNBC.



Retailers like Sephora and Ulta partnered with Lolli, where consumers earn portions of bitcoin through purchases



Glamnetic, a magnetic lash brand, partners with BitPay in order to accept payment in the form of cryptocurrency (i.e. Bitcoin, Ethereum and Dogecoin)



“...if she's wearing it, playing with it or spending time on it, it's interesting to be there to reach her where she is.”

- Maude Brunschwig, svp of marketing for L'Oreal Paris

Lush Cosmetics began accepting bitcoin payments in 2017.



Noteworthy NFTs

WHAT DOES NFT STAND FOR?

non-fungible tokens

WHAT ARE NFTS?

a static image or a GIF; a piece of art



unique, sought after collectibles

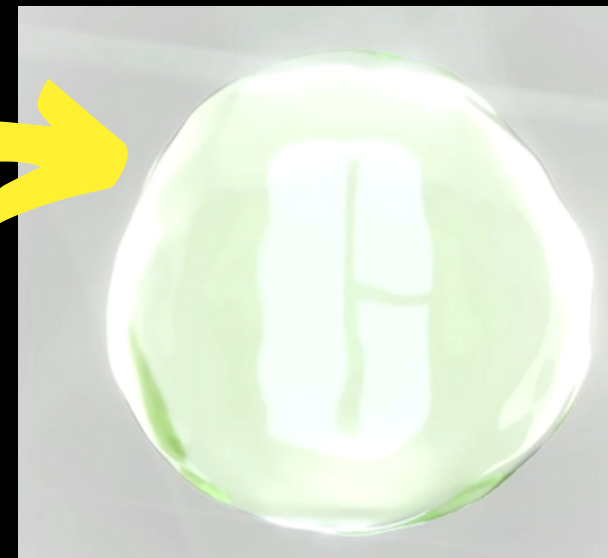


E.l.f created an NFT to launch beside their Crypto Cosmetics Collection

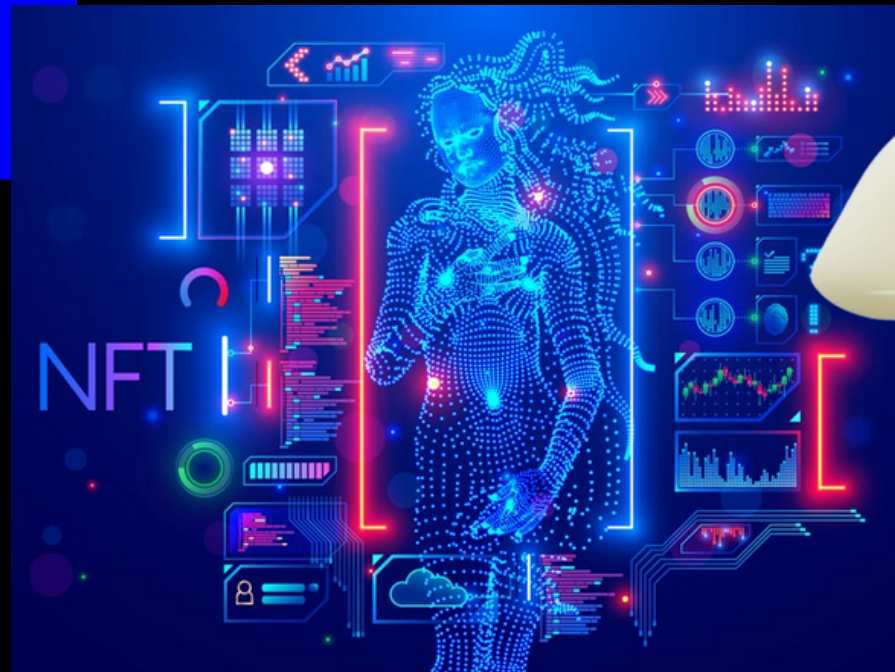
scarcity drives NFTS value



October 2021
Clinique's first NFT ties to loyalty and products as uses expand



L'Oréal Paris entered the NFT space to support Women of Worth philanthropy



SKIN CELL
energy

BUZZ WORTHY

bytes



hi, we're
function of beauty.

the world leader in customizable beauty – hair, skin, and body care products made for you (and only you).

TAKE THE HAIR QUIZ



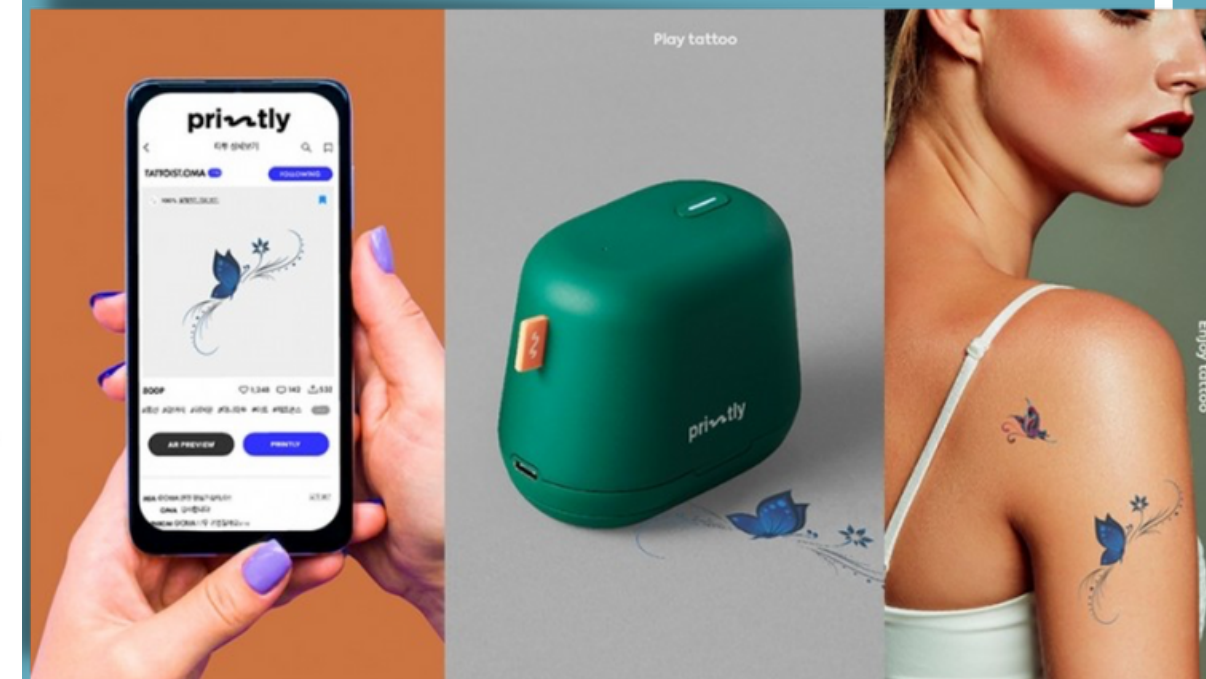
65% of consumers have ordered beauty products online versus 51% pre-pandemic...

U.S. prestige beauty sales in 2021 grew 30% year-over-year, totaling \$22.3 million, compared to \$20.9 million in pre-pandemic 2019, per data presented by Larissa Jensen of NPD at CEW's annual "State of the Beauty Industry Report."*

Naked = new clean

YOUR GUIDE TO
Essential Skincare Ingredients
Find the just-right solutions for your top concerns.

RETINOL ▶ The Wrinkle Fighter	Retinol is the gold-standard ingredient for improving the look of fine lines, wrinkles, and other signs of aging. Shop Now
HYALURONIC ACID ▶ The Hydration Hero	Hyaluronic acid hydrates skin for dewy, glowy results. Shop Now
NIACINAMIDE ▶ The Discoloration Eraser	Niacinamide improves discoloration and texture while controlling excess oil. Shop Now
PEPTIDES ▶ The Barrier Protector	Peptides are chains of amino acids that help support the skin barrier. Shop Now
BHA/PHA ▶ The Epic Exfoliator	BHA/PHA are exfoliating acids that break down buildup for clearer-looking skin and pores. Shop Now
SQUALANE ▶ The Mega Moisturizer	Plant-derived squalane moisturizes for smoother and more supple-looking skin. Shop Now
VITAMIN C ▶ The Dullness Ditcher	A brightening, visibly firming antioxidant, vitamin C improves the look of dark spots and dullness. Shop Now
LACTIC ACID ▶ The Smoothing Wonder	Lactic acid is an AHA that exfoliates and smooths as it addresses uneven texture. Shop Now
COLLAGEN ▶ The Firming Fave	Visibly firming collagen fights fine lines and the loss of elasticity. Shop Now



Enjoy tattoo

tried + true ingredients

Bakuchiol
Polyglutamic Acid
Trace Minerals
Essential Amino Acids
Acerola Cherry
Mandelic Acid
Tranexamic Acid
Glutathione
Sandalwood
Papaya Fruit
Fermented Ingredients
Amla Berry



up + coming

ingredients



Fulvic & Humic Acids

(Derived from Peat)

Shikimic Acid

Succinic Acid

Astaxanthin

Rambutan

Cysteamine



Retinaldehyde

Folic Acid (Vitamin B9)

Golden Kiwi

Starfruit

Mahogany Bark

Plant-Based Ceramides

Functional Fragrances



2022

innovation capsule

Filled with several our most innovative concepts to date -
**the Spring 2022 Innovation Capsule pairs superior formulations
and textures with amazing packaging courtesy of our friends at APC Packaging.**

**Email us today to get pre-qualified and be one of the first to receive
the capsule when it launches next month.**

**Email us at
info@csinnovationlabs.com**





Thank You!

Get even more innovation at
www.csinnovationlabs.com

