



2020 Product Demo Trends!



An in-depth look at the trends from the industry's most coveted beauty innovation awards program.

Every year, hundreds of beauty brands submit their most innovative products for a chance to win a highly-coveted *CEW Beauty Award*, where industry executives vote on the best beauty products created by their colleagues—and competitors. (Who knows better than beauty execs what's best in beauty?) Interestingly, entries reveal a telling story about what consumers' needs were for 2019 and how the industry aimed to meet them. In a year that saw \$83 billion in U.S. beauty sales*, the trends that rose to the top include the power of uber ingredient CBD; the emergence of niche-stige brands; disruption in hair care; an explosion of wellness supplements, and sexual wellness hitting the mainstream by way of beauty. Here, the top trends curated from more than 1,200 products to be on display February 27 at The Metropolitan Pavilion for CEW's largest annual event, The Product Demo.

**According to Nielsen, U.S. mass beauty sales (online and offline), totaled \$54 Billion; The NPD Group cited 2019 U.S. prestige sales were \$29 billion, which includes online, offline and direct sales.*



Beauty from Within: Supplements

From pills to powders, to tinctures to transdermals, beauty brands are creating supplements designed to tackle a variety of beauty needs such as skin radiance, healthy hair and stress relief. While still a niche market, The NPD Group reports that supplements are experiencing double-digit growth in prestige, as consumers lean into the beauty + wellness connection.

Brand spotlight: Moon Juice SuperHair Daily Hair Nutrition Vitamin Supplement features a blend of bioavailable and bioactive multi-vitamins, minerals and plant extracts such as biotin, kelp and ginseng, plus full-spectrum extractions of ashwagandha and ginseng, with the goal of promoting healthier, thicker, stronger hair.

Noteworthy brands: With the belief that clear skin starts with a healthy gut, **HUM Nutrition's Skin Heroes Pre + Probiotic Supplement** targets acne prone, dry skin with 40 billion organisms, nine strains and prebiotic konjac root.; **Algenist Skincare GENIUS of Algae Supplements – Irish Moss** contains marine red algae and vitamins A+E to enhance immune support and combat free radical protection from within.

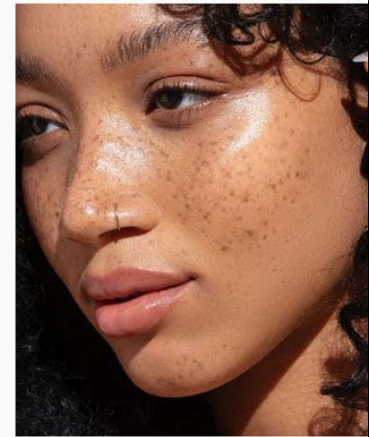
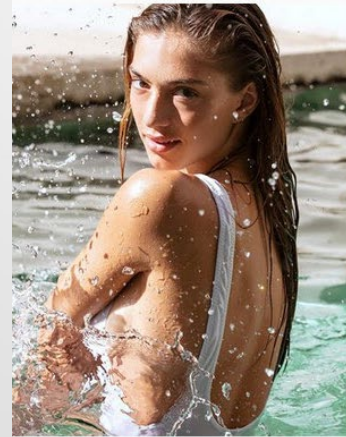


Indie Brand

The number of independent beauty companies hitting the market continues to grow at a rapid pace. And their success is what's driving the industry. According to The Kline Group, indies are recording triple the growth of the overall market. With a focus on innovative concepts, inclusivity, authentic storytelling and digital marketing, the indie beauty boom shows no signs of slowing down.

Brand spotlight: Headed by influencer powerhouses Marianna Hewitt and Lauren Gores Ireland, **Summer Fridays** has achieved a quick ascent, bringing in nearly \$15 million in sales in under two years thanks to savvy digital marketing, effective formulas and photogenic packaging. The buzzed-about beauty brand's lineup includes two face masks, a serum and a recently-launched face cleanser.

Noteworthy brands: **Knours.**, which stands for Know Your Skin. Period., customizes regimens based on skin's changing needs throughout a woman's 28-day cycle; **Virtue Labs** utilizes a regenerative technology originally developed for healing burn wounds and stimulating tissue regrowth to repair hair damage and address various hair care concerns, such as volume, frizz and color vibrancy; **Urban Skin Rx** offers a line of corrective skin care products for diverse skin tones with a special focus on women of color.



Sexual Wellness

NPD points to 2019 as the year sexual wellness hit the mainstream, and the beauty category was part of that awakening. Many reasons are attributed to the growing awareness for the area “down there”, from the rise of self-care, to the destigmatization of the word vagina. Beautifying and caring for the ‘V’ region has been an untapped space for beauty, but last year saw products designed to condition, smooth, cleanse and enhance this formerly unmentionable zone.

Brand spotlight: Rosebud Honor Everyday Balm is the company’s signature product designed to moisturize, condition and replenish intimate skin. Formulas have a tender scent and dissolve quickly as a rich oil, with 10 to 15 minutes of "play time".

Noteworthy brands: Nécessaire The Sex Gel includes a personal lubricant in their body care lineup; **Quim Happy Clam Everyday Oil** is a daily all-natural vaginal-health product to enhance natural lubrication regardless of gender identity.



Uber Ingredient: CBD

Demand for ingredients that offer emotional balance grew almost 40 percent in search, according to Google, with CBD topping the charts. CBD has since exploded onto the beauty scene and is being explored by both new and iconic brands. CBD's popularity can be traced to its anti-inflammatory and antioxidant properties in every format—from isolate, to full spectrum, to broad spectrum—in every imaginable product. According to NPD, sales of skin care with CBD closed 2019 with \$41 million in prestige sales, an increase of 59 percent over the previous year.

Brand spotlight: Saint Jane Beauty Luxury Beauty Serum is an antioxidant-packed serum featuring 500-mg of full-spectrum CBD, along with a special blend of 20 other active botanicals that aims to calm and deeply hydrate skin. The brand was one of the first to establish a luxury positioning in CBD.

Noteworthy brands: Kana Vita Premium CBD Face & Body Lotion features broad-spectrum CBD grown in the Swiss Alps, along with vitamin B-12 and therapeutic essential oils, designed to preserve the natural balance of skin while providing a youthful appearance; **Perricone MD Cold Plasma Plus+ CBD** combines the brand's proprietary liquid crystal delivery system designed for faster and deeper penetration of key ingredients into skin's surface with 100-mg of cannabidiol.



“Clean-ical” Skin Care

Skin care grew 5 percent in U.S. sales in 2019, according to NPD, with brands that tout a clean, clinical positioning poised to gain greater prominence. NPD research shows that nearly 26 percent of consumers who seek out natural ingredients also report seeking skin care advice from a doctor + dermatologist. NPD adds that sales of clean skin care grew 20 percent, with dollar share reaching 15 percent, while sales of clinical skin care grew 7 percent, with dollar share claiming 29 percent of sales. The movement looks to continue as brands positioned as science-backed begin to build loyalty also based on their clean ingredient list.

Brand spotlight: Glow Recipe Avocado Melt Retinol Sleeping Mask features an encapsulated form of retinol that time releases deep into skin’s layers for gentle, maximum absorption. Retinol and supportive peptides restore bounce and resilience to skin while helping to even skin tone and texture without the associated redness and irritation.

Noteworthy brands: Biossance Squalane + Marine Algae Eye Cream is powered by paracress and marine algae, and is comprised of a clean, non-toxic formula to help reduce the appearance of fine lines and wrinkles; **Beautycounter Countertime Tripeptide Radiance Serum** is formulated with peptides, amino acids and a plant-derived Retinatural Complex to optimize hydration for a radiant complexion; **Clarins Plant Gold Nutri-Revitalizing Oil-Emulsion** uses ingredients that are of 100 percent natural origin; **TULA’s Face Filter Blurring and Moisturizing Primer** is a radiance-enhancing solution packed with probiotics, turmeric, chia seeds and other clean ingredients to address uneven tone and redness.



Hair Disruptors

It's been several years since the hair care category saw measurable excitement, but given the continued decline of makeup sales, the opportunity was ripe for hair brands to shine in 2019. With that several trends emerged, including new forms of dry shampoo, customized shampoos and masks, and formulas designed to treat the scalp as one would treat skin. Notably, sales of prestige hair care saw double-digit gains for the year, according to NPD, with 16 percent increases overall. Vegan and sustainable formulas continued to trend, as did smoothing treatments, hair oils and products for color-treated tresses.

Brand spotlight: IGK's Antisocial Overnight Bond Building Dry Hair Mask is a time-released dry treatment mask using first-of-its-kind leave-in bond-building technology and vegan silk extract to repair and soften hair without need to wash hair.

Noteworthy brands: Function of Beauty's Custom Hair Mask is a deep conditioning treatment that's customized according to an individual's hair needs; **Prose Dry Shampoo** is the beauty industry's first-ever custom dry-shampoo; **Color Wow Dream Filter** is a pre-shampoo treatment spray that works like a magnet to extract hair color-distorting minerals and metals; **NatureLab. TOKYO** uses botanical technology to unlock nutrient-rich plant stem cells proven to repair and maintain scalp health, improve follicle strength, and promote hair growth at a cellular level; **Pattern by Tracee Ellis Ross Leave in Conditioner** targets curls with a restorative hair pick-me-up to seal in moisture and detangle strands.



Niche-stige Brands

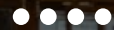
Micro-category brands, also known as niche-stige brands, are those disrupting the beauty space with laser focus on tackling uber-trending problems not otherwise being addressed by the industry. From acne to thicker brows to longer lashes, niche-stige brands showed tremendous growth in search in 2019, according to Google, rivalling larger brands in the quest for meeting consumer needs.

Brand spotlight: Starface Hydro-stars were created to not only normalize breakouts but to rebrand acne with star-shaped pimple patches that don't shame zits, but rather decorate them. The patches are made with hydrocolloid, an ingredient proven to accelerate zit healing by gently absorbing fluids, blocking outside bacteria and preventing skin picking.

Noteworthy brands: Arches & Halos Professional Brow Angled Brow Shading Pencil is a triple threat professional brow tool that is specially designed to define, detail and shade brows; **GrandeLASH-MD Lash Enhancing Serum** promotes naturally longer, thicker looking lashes for both natural lashes and lash extensions; **Joban Beauty Coverant** is a paraben free, aluminum free, sweatproof deodorant that combines a concealer and color corrector for women looking to cover up embarrassing skin discolorations or imperfections; **LashLiner** features a patent-pending LashLiner System that is the first magnetic eyeliner and false eyelash system.



THANK YOU



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