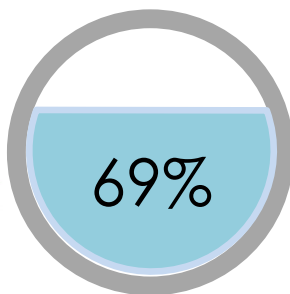


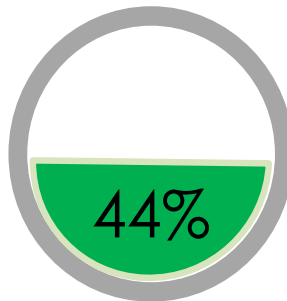


Cosmeceuticals a Hit with Chinese Consumers

An increasing number of cosmeceutical products are resonating with Chinese consumers according to a recent report from Mintel. Cosmeceuticals to See Growth Rate of 7.7% Over Coming Years.



of consumers agreed that daily use of cosmeceuticals can prevent sensitivity.



say that they only look to cosmeceuticals when they are suffering from skin conditions.

Additional findings include:

- 74%**, of urban Chinese consumers agree that its essential for cosmeceuticals to contain effective ingredients.
- 60%** believe cosmeceuticals formulated with fewer ingredients are safe.
- 56%** of men have purchased facial masks that include collagen within the last six months; **58%** of women did the same.
- Ingredients with significant penetration rates among men include essential oils (40% of men, 33% of women), vitamin (34% vs. 32%) and amino acid (32% compared to 35%)



More than half of urban Chinese consumers say they believe that a product is high quality if it has precise data to support it or if authorized by a professional institute.

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