

## 5 WellBeauty Trends

Wellness is a \$3.72 trillion industry, according to the Global Wellness Institute (GWI), and is focused on enriching people's minds, bodies and spirits with solutions that help prevent, mitigate and/or delay the impacts of physical and mental disease, environmental and societal stressors, and chronological aging.

Wellness marketing has done what conventional health professionals have so far been unable to do: make healthy decisions look and feel like the more fun choice.

### 1. Beauty Sleep:

The Sleep Association claims that 70 million US adults suffer from sleep disorders.

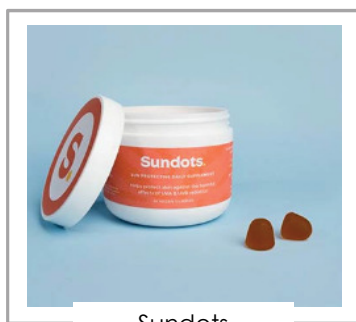


Dermalogica Skin Care  
Sound Sleep Cocoon

**Dermalogica Skin Care's Sound Sleep Cocoon** aims to support a better night's sleep for its users.

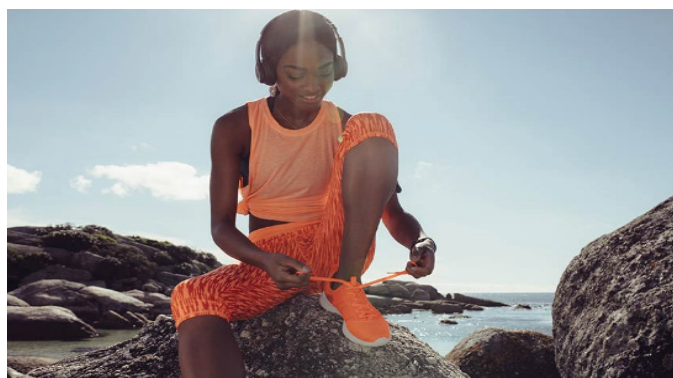
### 2. Beauty Inside Out:

The confluence of wellness and beauty has finally given the ingestible segment its moment to shine.



Sundots

**Sundots**, a brand of bite-sized gummies funded on Kickstarter, reportedly helps to strengthen the skin's UV resistance from the inside out with the inclusion of Polypodium leucotomos fern extract, which the company describes as a key active ingredient in resisting UV damage.



### 3. Simply Beautiful:

Simplicity provides relief from information-overloaded consumers who in turn respond well to packaging with ample white space and simplified product names that explain precisely what a product is and does.



S.W. Basics

**S.W. Basics** has taken this concept to heart and launched a range of products with key ingredient counts in the single digits. Its 3 Ingredients Salve calls out its trio of materials—sunflower oil, cocoa butter and carnauba wax—on the front of the packaging.

### 4. Environmental Defense:



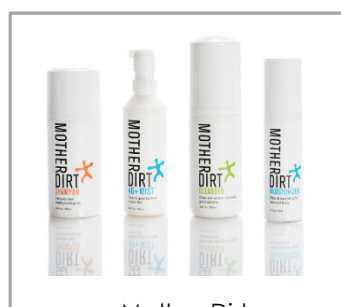
Supergoop! Unseen Sunscreen  
Broad Spectrum SPF 40

Increasingly, the concept of environmental defense is evolving into what Euromonitor analyst Maria Coronado Robles describes as "protective skin care."

**Supergoop! Unseen Sunscreen Broad Spectrum SPF 40** is "a daily SPF that grips makeup while delivering broad-spectrum SPF 40 protection against UVA, UVB, infrared, and blue light."

### 5. Holistic Microbiome:

Like the ingestible category, microbiome-friendly beauty concepts have benefited from consumer awareness generated by another category, namely foods and beverages.



Mother Dirt

**Mother Dirt**, a nearly adopted in the "bacteria friendly" personal care world, uses the research into the benefits of ammonia oxidized bacteria on skin health.

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