

## MIRROR, MIRROR

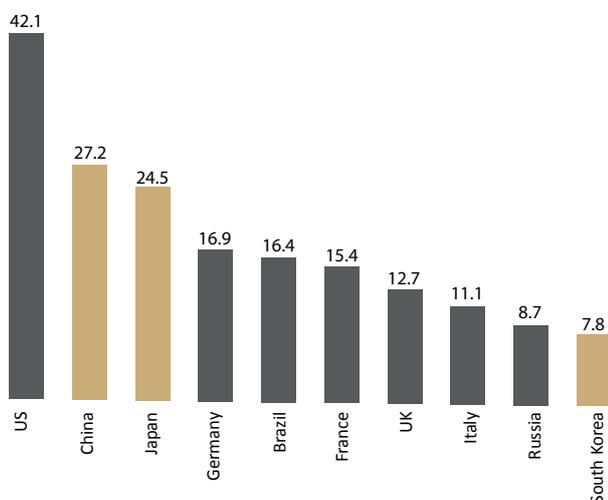
### macadamia oil makes its mark on the beauty industry

Of all the product categories that dominate modern life, the beauty industry is arguably one of the most innovative. Since its earliest incarnations in ancient Egypt, it has had us experimenting with all manner of ingredients and methodologies in the quest for flawless skin, lustrous hair and the eternal fountain of youth.

Today's beauty industry is dominated by consumers' desire for products that combat ageing, look good on camera and contain naturally derived ingredients. It makes for fascinating analysis as the perpetual game of cat and mouse between manufacturers and consumers in all markets produces an ongoing stream of trends, outside-the-box strategy and ultimately products.

#### Asia dominates the global beauty scene

The single most dominant country in the global beauty market is the United States, where market value tipped \$42 billion in 2014. While China took out second place, with market value around 35% less than that of the USA, the value of China, Japan and South Korea combined is almost \$60 billion<sup>1</sup>, making Asia the most powerful force in the industry today.



Global: top 10 beauty markets, 2014

**Source:** Datamonitor 2015. Figures are \$bn. Total market value of skincare, makeup, fragrances, male toiletries, skincare and personal hygiene.



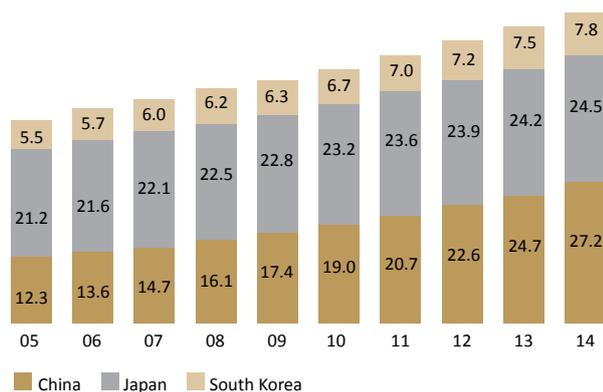
Traditionally, Japan was the dominant beauty market in East Asia. However in 2013, China overtook to grab first place in terms of market value and in 2014, was valued at over \$27 billion. This was the culmination of a decade of dramatic growth which saw China's market value increase by 120% since 2005.

Japan, as the world's third largest market (\$24 billion in 2014), is still a serious player and while South Korea's value pales by comparison in terms of value (\$7.8 billion), it is acknowledged as one of the most innovative markets, and the birthplace of BB Cream – one of the biggest beauty trends in recent years.<sup>1</sup>

Skincare takes the lion's share of the beauty category in China (58%), Japan (42%) and South Korea (57%), followed by hair care and then makeup.<sup>1</sup>

Age-related issues are the most pressing beauty concerns among women in East Asia. While the focus differs between countries, anti-ageing product innovation is booming as manufacturers pursue aggressive new product development strategies in an attempt to grab as many slices of the anti-ageing pie as possible.

Product formats are many and varied, with powders, face masques and beauty devices offering significant innovation opportunities in Asian markets recently.



China, Japan and South Korea: beauty market value (\$bn), 2005 - 14

Source: Datamonitor 2015. Total market value of skincare, makeup, fragrances, male toiletries, personal hygiene.

### China: well established with high potential

China's explosive beauty market growth is largely due to the socio-economic changes that have occurred there over the past 10 years. Economic growth has been strong and the country's growing middle class can now afford more premium beauty products.<sup>1</sup>

Datamonitor's 2014 consumer research<sup>1</sup> unearthed a host of fascinating insights that highlight just how big the opportunities are for beauty product manufacturers in this market.

- 58% of Chinese women somewhat or completely agree that their disposable income is rising
- 80% of women in China want to look younger than their age
- This desire crosses multiple age groups with 77% of females aged 18-24 and 82% of females aged 25-34 saying they want to look younger
- Appearance-consciousness + rising affordability = significant market growth

China's approach to beauty innovation centres around concerns by age group because while eye wrinkles are a common concern across all ages, different age groups otherwise have very specific issues they wish to address. For example, 18-24 year olds worry about dark undereye circles, for 45-54 year olds it's facial wrinkles while 55-64 year olds are most worried about grey hair. Manufacturers are very savvy at identifying the concerns of each age group and their anti-ageing innovation strategies are tailored accordingly.<sup>1</sup>

### Japan: a unique approach to ageing

Women in Japan typically have a different mindset around the concept of ageing to that of their counterparts in neighbouring Asian countries. As Datamonitor puts it, "Japanese consumers accept the reality of ageing, yet tend to make efforts to be comfortable with the ageing process." There's even a different name for anti-ageing in this market. Due to legislation, most beauty items must be referred to as 'ageing care products' as the term 'anti-ageing' can only be claimed by drugs or quasi-drugs.

While 53% of Japanese women want to look younger than their age<sup>i</sup>, this is significantly lower than Chinese women (80%). What concerns Japanese women more than their physical appearance is "feeling old". As the country with the oldest population in the world, Japanese consumers are at ease with the inevitability of ageing. Their approach centres on 'ageing care' as part of maintaining one's wellbeing and as such, beauty products are aimed at "helping consumers to get old comfortably."<sup>i</sup>

This mindset has seen the birth of a wide range of ageing care products, to address everything from oral care to hair loss, ageing eyes, youthful skin and even body odour, due to a commonly held belief in Japan that there is a specific odour caused by ageing. Because of Japan's ageing population, most personal care categories in Japan have an ageing care element to them, meaning that ageing care product innovation is booming in this market.

### South Korea: where anti-ageing care starts young

According to Datamonitor<sup>1</sup>, around three quarters of women in South Korea are keen to look younger than their age, however what really sets this market apart from its neighbours is how younger consumers feel about their appearance. 61% of women in South Korea aged 18-24 are using anti-ageing products, a significantly higher proportion than the same age group in China (27%) and Japan (7%). Skincare manufacturer opportunity: highlight anti-ageing benefits and tap into a broader market.



## Mirror, mirror: macadamia oil makes its mark on the beauty industry

South Korean consumers also have more complex beauty routines than other markets, with a daily beauty routine comprising 10 or more steps not uncommon. This suggests these consumers have in-depth knowledge about beauty and skincare and are open to purchasing an array of different types of products.

### Emerging markets: potential at the right price

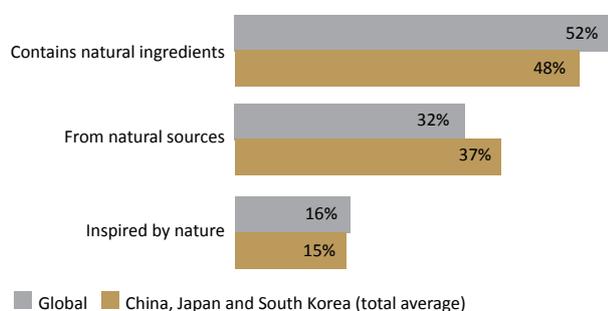
Women in South East Asia have a keen interest in looking youthful. Datamonitor<sup>i</sup> found that 70% of women in Indonesia, Malaysia and Singapore want to look younger than their age. Over half the women in these countries are already using anti-ageing products to try and achieve this objective, and this is higher than the global average of 48%.

There is potential for international beauty brands in these emerging markets and indeed many are already achieving success. However mid-range products from South Korea seem to be gaining increasing traction, as their quality is sound and the price more reasonable than other premium priced international products<sup>i</sup>. So while there is market share to be had, increasingly price will be a factor when competing against popular mid-range products that seem to be delivering an acceptable quality standard.

### Going natural

Increasingly, Asian consumers are seeking beauty products with natural ingredients. This is particularly so in China where a Datamonitor<sup>i</sup> survey found that 76% of skincare shoppers in China said that “natural / organic ingredients are a high priority or essential feature of skincare products.”

The inclusion of natural ingredients is appealing on a global scale too, with over half of consumers globally on average feeling that the claim of “contains natural ingredients” would most encourage them to buy a beauty product in 2015. Other influential claims include “from natural sources” and “inspired by nature”.



*Marketing claims that would most encourage consumers to buy a product in beauty or grooming<sup>j</sup>*

**Source:** Datamonitor, 2015

Given that Chinese consumers in particular love to try different products, there is ample opportunity for manufacturers who can introduce innovative products with a “natural” claim. Indeed many are already leading the charge, with the launch of several products containing unusual, yet natural ingredients, such as donkey’s milk, jellyfish and a host of gems including diamonds, amethyst, coral, amber and ruby.<sup>i</sup>

### Oils on trend

East Asia manufacturers are tapping into the popularity of oils as a popular ingredient in beauty products. Oil cleaning is a popular makeup removal technique and a major Japanese skincare brand, Kao Biore, launched a body care line with a blend of natural oils as the hero ingredients in late 2014.

New applications are continually explored and the trend has gone beyond Asia, with many western markets now adopting it also. 72% of consumers globally believe that oils are effective in beauty and grooming products and oils are viewed positively across all age groups. More innovative applications include nail oil spray, and “booster oils” which consumers mix with their other hair care products to customise their treatment. Asian consumers are increasingly knowledgeable about the benefits of different oils and many different types are used in Asian beauty products including olive, grapeseed, sunflower, evening primrose, lavender, jojoba, avocado, Yuzu citrus and even horse oil, derived from a fat base found in horses’ manes.<sup>i</sup>

According to research specialists Canadean, consumers’ shifting attitudes towards “good fat” consumption are driving interest in the benefits that these ingredients can offer externally. It’s suggested that brands can “capitalize on ingredient familiarity within food and drink products and explore the potential beauty benefits such ingredients can provide where oils can be extracted.”<sup>iii</sup>



### Europe: device-powered beauty

Beauty product innovation in Europe has reached a level of sophistication that has seen consumers turning their backs on beauty salons and spas in favour of less expensive in-home treatments. Similar levels of efficacy mean that consumers can enjoy comparable results without the premium salon price tag.

Manufacturers have taken advantage of consumers' willingness to bring their treatments in home, with 47% of European women stating that in addition to the cost saving, they find it saves time, is more convenient (also 47%) and offers greater privacy (42%)<sup>iii</sup>.

Off the back of this trend, electronic and battery-operated beauty devices have become extremely popular in Europe as "today's tech-savvy consumers" look for "new ways of digitizing routine tasks." Manufacturers are continuing to deliver with devices now available for facial cleansing, hair removal, manicures, pedicures, anti-cellulite and even pigmentation and scar removal<sup>iii</sup>.

Datamonitor's 2014 research<sup>iii</sup> reveals just how popular in-home devices have become, with a third of European consumers currently using one and a further 29% saying they're considering using one in the future<sup>iii</sup>.

### Superfoods in skincare

Superfoods such as kale, goji and avocado are no longer reserved for salad – increasingly they're appearing in beauty products too as manufacturers seek to capitalise on the demand for natural ingredients in skincare, hair care and makeup.

By using products containing 'miracle foods' rich in vitamins and minerals in the hope that they can penetrate skin and hair, health-conscious shoppers are making beauty choices that enhance their feeling of wellbeing. They already possess considerable knowledge about what such foods can do for their health when included in their diets, so putting them on their skin and hair is a logical extension of these choices. A global survey conducted in 2015<sup>iv</sup> found that 52% of consumers are attracted to beauty products containing natural ingredients and 54% place more value on chemical-free beauty products than on the functional benefits offered.

### The rise of the selfie

Few would dispute that selfies have become heavily ingrained in modern culture. The combination of social media and smart phones has made it almost effortless to share selfies with the world, and it seems they are contributing to innovation within the beauty category.

Selfies enable consumers to validate their appearance, at a time when image-consciousness is at an all-time high and the development of a "personal brand" is seen as an important pursuit. Makeup, hair and nail colour all play a role, and coupled with the pressure of being scrutinised by online communities', it's clear to see the opportunity for beauty manufacturers.

While photo editing apps offer one way of projecting an air-brushed image online, consumers are now increasingly seeking out beauty products to help them look 'selfie-ready.'<sup>v</sup> Cue bespoke 'selfie product' innovation opportunity. While a digital filter can make an image perfect, beauty products ensure a flawless finish in 'real life' too.<sup>v</sup> Beauty manufacturers from the US and UK seem to be leading the way with selfie formulations, such as Marc Jacobs #Instafilter Light Filtering Contour Powder and Smashbox Selfie Kit.

### Key innovation trends

Beer, deep sea water, Arctic peat. There's no shortage of weird and wonderful ingredients being used in beauty innovation right now. Which ever way you look at it, there's no denying that natural ingredients, fragrances and claims are topping the lists. Here's a snapshot of what was big in 2015:

#### Trending body care fragrances<sup>vi</sup>:

- Vanilla
- Aloe vera
- Coconut
- Rose
- Green tea

#### Trending body care claims<sup>vi</sup>:

- No paraben
- High vitamins
- Firming
- Long lasting
- Private label

#### Trending claims in facial care<sup>vi</sup>:

- Anti-ageing
- Natural
- No paraben
- Firming
- High vitamins

#### Trending fragrances in facial care<sup>vi</sup>:

- Apple
- Hibiscus
- Almond
- Aloe vera
- Citrus

The four most fascinating beauty innovations of 2015:

			
<p><b>WHAT:</b> Puni Puni Nikukyu Paw-Scented Hand Cream <b>WHERE:</b> Japan <b>WHY:</b> Created to appeal to cat-lovers (serious cat-lovers), this hand cream was created to leave the user's hands as soft as cat's paws, while also making them smell like cat's paws. It's a scent that is said to be 'mysteriously soothing'.</p>	<p><b>WHAT:</b> Carlsberg Body Lotion <b>WHERE:</b> UK <b>WHY:</b> In an interesting move, beer manufacturer Carlsberg has diversified into the beauty category with the launch of a body lotion made with real Carlsberg beer. The beer is 'freeze-dried into powder then mixed with organic ingredients' to produce a product that uses the 'beautifying properties of beer to introduce a male grooming line.' Will other food and drink manufacturers follow suit?</p>	<p><b>WHAT:</b> Sensivita After-Shower Gloves <b>WHERE:</b> Germany <b>WHY:</b> These new after-show gloves are infused with moisturiser allowing time-poor consumers to dry and moisturise in one step after showering. Convenient and portable, they represent an extension of the popular facial cleansing wipe concept.</p>	<p><b>WHAT:</b> Vedette Food for Skin Mask Sheet <b>WHERE:</b> Vietnam <b>WHY:</b> A "food-inspired" product, these face mask sheets are infused with aloe vera and yoghurt, widely believed to be beneficial for skin.</p>

Source: Datamonitor Consumer 2015<sup>vi</sup>

Beauty goes nuts

Nuts have earned a rightful place in the beauty industry, with the favourable properties of their oils making them a popular choice with many skincare and hair care brands. Valued for their antioxidants, minerals and fatty acids, manufacturers and professional spas have embraced nut oils as a natural ingredient that nourishes and moisturises.

Jeff Brown, Training Manager at Lush Fresh Handmade Cosmetics, told *American Spa magazine* that 'Nut oils are fine in texture and easily welcomed into the skin, making them effective and gentle moisturisers and ideal carrier oils to draw the effects of essential oils into the skin.'<sup>viii</sup>

The finely ground kernel and shell of nuts are also highly regarded as a natural exfoliant to smooth the surface of the skin, and an excellent alternative to plastic microbeads that were traditionally used by many high-profile beauty brands but are currently facing large-scale phase-out due to the dangers they pose to marine life.<sup>ix</sup>



Almonds are a popular choice among manufacturers, with its oil offering up a rich cocktail of essential fatty acids, antioxidants and Vitamin E. It is also a popular fragrance, with Datamonitor listing it as one of the most popular in facial skin care during 2015.<sup>vi</sup> French beauty brand L'Occitane has created a best-selling almond product range, featuring everything from shower oil to soap, shower scrub, hand cream, leg cream and body and facial oils and moisturisers. The range uses both almond oil and crushed almond shells to help skin feel "more smooth and toned."<sup>x</sup>



### The beauty of macadamias

The past five years has seen a notable surge in the use of macadamia oil in new product formulations for body, face and hair care products, particularly in France, Korea, Australia and the US. So popular has it become that global cosmetic industries are now using around 70% of the world's macadamia oil supply.



Accredited Practising Dietitian and Nutritionist Nicole Senior says macadamia oil offers effective and natural skincare. She explains, "It's light, non-greasy and effectively penetrates the surface of your complexion to help moisturise dry skin and reduce the appearance of wrinkles." So what is it exactly that makes macadamia oil so effective? According to Senior, it's the oil's "high levels of palmitoleic acid, an Omega 7 fatty acid believed to help skin retain suppleness. It also has good amounts of vitamin E and squalene. These nutrients may help reduce inflammation and oxidative stress in the skin."

At around 20%, macadamia oil contains the highest level of palmitoleic acid of any food product known to man. Palmitoleic acid is one of the fatty acids found in sebum – the oily substance produced by our bodies' sebaceous glands to help keep the skin and hair moisturised. As we age, we produce less sebum and its composition changes as our production of palmitoleic acid drops off. By applying macadamia oil to the skin, some of the palmitoleic acid is replaced, which is why macadamia oil is so effective in repairing and hydrating human skin.

As understanding of these curative properties of macadamia oil have risen, so too has its demand in the skin care industry. Family-owned macadamia business Jindilli produces a range of macadamia-based skin and body care products. Jindilli's Darren Burton says pure macadamia oil has become one of the most commonly used products in Australia's spa and wellness industry due to its suitability for massage treatments. "In Australia, I estimate around one in three spas would use macadamia oil as their preferred massage oil," Burton says. "It's a wonderful massage oil because it penetrates the skin leaving it hydrated but not feeling greasy."

In addition to using it in its pure form, Burton explains that it is also an excellent carrier oil.



Image: [Jindilli](#)

"Because it is so well absorbed into the skin, formulators will combine it with other ingredients that are not so easily absorbed. The macadamia oil effectively carries these other ingredients into the skin, delivering not just its own benefits, but those of the ingredient it's carrying."

Macadamia oil is increasingly featuring in skincare aisles in Australian supermarkets and pharmacies, with numerous high profile brands embracing it as a powerful ingredient. Wellness company Swisse uses it in several of its skincare products, including facial oil, moisturiser and serum, and it's a headline ingredient in many of the products of organic skincare brand People For Plants. Championed by celebrity horticulturalist, Jamie Durie, People For Plants describes macadamia oil as a "glorious beautifier" and it features in its Sweet Almond, White Tea & Macadamia Body Cream and Hemp, Apricot Kernel & Macadamia Hand Cream. People For Plants is dedicated to creating "organic skincare products that truly work" containing "the purest, healthiest and most effective ingredients" and Durie has even produced a [short educational video](#) on the benefits of macadamias for the skin.



Image: [People for Plants](#)

### Macadamia Professional: a global hair care sensation

Macadamia oil is making its mark on the hair care industry largely due to US-based brand [Macadamia Professional](#) blazing a trail of global success with an extensive range of hair care, styling and treatment products. Founded in California in 2006, the brand is now distributed in approximately 80 countries, with the Americas, Europe, Middle East and Australia being its biggest markets.

The company says the Omega 7 in macadamia oil makes their products suitable for all hair textures, from fine to coarse. As explained in the Macadamia Professional brand story, "Omega 7 most closely resembles human hair sebum and thus mimics the scalp's natural oil production to provide nourishment and moisturization with exceptional absorption and penetration from the inside out. Plus, Omega 7 is exceptionally lightweight and non-greasy with no buildup."<sup>xi</sup>



Image: [Macadamia Professional](#)

According to Andy Rah, Vice President of Global Marketing for parent company Macadamia Beauty, both professionals and consumers love the benefits that Macadamia Professional products deliver to their hair. "The unique Pro-Oil Complex that is in all of our products combines the benefits of both macadamia and argan oils," he said.

The brand enjoys a premium positioning globally, and Rah is quick to acknowledge the presence of macadamia oil specifically as the ingredient that helps them compete so successfully in this space. "Many companies use argan oil as their key selling point, and argan oil has great benefits to it. But it's no longer a unique selling point. Macadamia oil has the highest concentration of Omega 7 found in nature compared to any other nut. Our blend of these oils helps give a woman the best of both fantastic ingredients."



Image: [Macadamia Professional](#)

Rah says Macadamia Professional is best known for its oils and masques, and he anticipates these will continue to be their best sellers. However the relaunch of their Macadamia Natural Oil as Macadamia Professional in 2015 has helped to grow sales in other product segments as well. "With the relaunch, we expanded into a full line of "wash&care" and styling products created for women of all hair textures. Since then, we have grown considerably with our shampoos, conditioners and styling products. Our Dry Shampoo and Blow Dry Lotion have been particularly successful, and women love our Weightless Moisture Leave In Conditioning Spray," he said.

When it comes to the company's approach to innovation, Rah says it starts with what's happening on the salon floor. He explains, "Because we are a professional brand, we try to start with the hairdresser's insights and work those down to the consumer level. We also monitor trends in other categories, including skincare and cosmetics and we work with world-class chemists to make sure we are always at the forefront of innovation."

Rah sees oils as a continuing innovation hotspot. "Even though oil brands have been around for a while, you still see more and more brands launching, or existing hair care brands extending into oils. Women love the fact that oils are based in nature," he said.

Beyond oils, Rah says anti-ageing and anti-hair loss products are another hot trend. "Women are becoming more open about their hair loss and thinning hair concerns, and brands are innovating to address those issues," he said. Macadamia Beauty has already acted to secure its share of this market, with the launch of [Epreuve](#), a hair care range created specifically to fight ageing hair and hair loss. Once again, it's an innovation powered by nature. "Our company has launched what we feel is the first professional brand using the power of plant stem cells to address hair loss," explains Rah.

If it echoes the growth trajectory of Macadamia Professional, it's sure to be another impressive hair care success story.

### Adorn Cosmetics: macadamia oil joins the eco-luxe line-up

When former makeup artist, salon owner and model Briony Kennedy started [Adorn Cosmetics](#) from her home seven years ago, it was with a very clear mission in mind: to create an ethical cosmetic line that didn't compromise on style, luxury or quality. "I couldn't find a cosmetic or skincare brand that resonated with my personal philosophy of professional quality and luxury delivered via natural formulations and a low carbon footprint. I wanted something that was eco-friendly and ethical without being boring because although I want to use natural products that are good for my skin, I also want to feel like I'm popping on a Chanel lipstick. That just didn't seem to exist, so I decided to create it myself."



Image: [Adorn Cosmetics](#)

And create she did, with a brand that now boasts over 100 premium quality products, all of them made from pure earth minerals and organic plant ingredients, free from toxins and animal testing. Bridging the gap between natural and environmentally conscious formulations, luxury and efficacy has proven highly successful, with Adorn now loved by consumers worldwide, particularly in Australia, USA and Europe. The business makes a point of minimising waste and unnecessary packaging wherever possible and for the past three years has offered a popular refill program, whereby customers can order low-waste sachets of selected Adorn products to refill their pots rather than throwing them away.

The latest addition to the Adorn line-up is their Anti-ageing Night Lotion with Jojoba, Macadamia and Watermelon Seed Oils and so far, it's received nothing but praise. "Customers are loving it – we've received so much positive feedback about all aspects of the product," she said. "Being a night lotion, we wanted the packaging to look really luxurious – something that people would love to have beside the bed or displayed in their bathroom, so we created a beautiful twist top airless pump pack. The lotion has a really lovely, subtle smell and it just melts into the skin without feeling oily. It's such a nourishing blend, and it seems to appeal to just about everyone."

Kennedy has opted for Australian macadamia oil and says its suitability for all skin types – even sensitive ones – was what drew her to it as an ingredient. As a psoriasis sufferer herself, it's a property she values highly. "I look for ingredients that closely emulate human sebum to work in synergy with it, and macadamia oil fits that bill perfectly," she explained. "In the Australian climate particularly, most people's skin is dehydrated. Macadamia oil tops up those

deficient moisture levels but it does so without clogging the pores. It's very calming on the skin so it's great for people with itchy or sensitive skin and importantly it's also an ingredient that won't go rancid."

Research company Canadean says that 'Desire for natural products is a key influencer in consumer beauty purchases'<sup>ii</sup> and the Adorn story certainly backs this insight up. As Kennedy explains, "Increasingly, consumers are striving for a healthy lifestyle and they want to make the best choices they can in terms of what they put in and on their bodies. A range like Adorn and ingredients like macadamia oil align with this and I think that's why when women try one product in our range and realise there's no compromise on efficacy, they very quickly return to try others. Consuming naturally and ethically without compromising on quality feels good, so our products become a lifestyle choice."

Will we be seeing macadamia oil in future Adorn product development? Kennedy says it's definitely something she's considering. "I'm quite interested in the idea of including it in an eye cream," she said.

### The future of beauty

Predicting the future of the skin and hair care industries takes us to the outer limits of our imagination. An ever-moving feast of lotions and potions, it's a category that consistently offers up new brands, concepts, promises and formulations.

What appears to be shaping the future of the industry most prominently is the growing health and wellbeing

movement, the rise of personal branding, mobile connectivity and selfie culture and the desires of Millennials – the newly powerful consumer group of 18 to 34 year olds.

With younger consumers today growing up as 'digital natives' it's seemingly impossible to underestimate the extent to which mobile technologies and digital platforms will continue to infiltrate all areas of modern life. With selfie culture ingrained in the lives of Millennials, beauty brands are aware that these consumers are tomorrow's seniors and as Datamonitor points out, "this facet of their nature is likely to be carried forward and ingrained into future societal behaviour, making selfie-inspired approaches an important part of future innovation strategy for beauty brands."<sup>iv</sup>

Millennials have been raised on a diet of vast choice and almost endless information, making them "educated and demanding shoppers" more interested in long-term investments than quick-fixes.<sup>xii</sup>

Datamonitor says it's a group that expects products to be customised to individual needs, with umbrella skin and hair classifications such as "normal," "oily" or "dry" no longer sufficient. They're seeking tailored innovation, with research indicating this to be the age group most interested in the idea of grooming products customised to their own DNA sample.<sup>xiii</sup>

However it pans out, it's set to be a fascinating ride as manufacturers create and consumers try new and exciting ways of looking and feeling their best. When it comes to beauty, it seems the sky is the limit.

<sup>i</sup> Datamonitor Consumer, *Beauty Trends and Innovation in Asia: Exploring the beauty market in three of the most influential countries in Asia*, July 2015

<sup>ii</sup> Canadean Consumer Insight CM00322-002, *Opportunities in Beauty Oils - Exploring consumer attitudes, drivers, innovation, and actions*, January 2016

<sup>iii</sup> Datamonitor Consumer, *European beauty focus: devices drive innovation forward in the at-home spa / salon segment*, 03/08/2015

<sup>iv</sup> Datamonitor Consumer, *Superfoods muscling into the skincare segment*, 03/05/2015

<sup>v</sup> Canadean, *The Impact of Today's Selfie Culture on Beauty Innovation – How brands are adapting product innovations to succeed in today's image-based selfie era*, September 2015

<sup>vi</sup> Datamonitor Consumer, *Skincare Innovation Update: Q2 2015 A digest of new trends and innovation in skincare*, July 2015

<sup>vii</sup> Oddity Central, *Japanese Beauty Cream Leaves Your Hands Smelling Like Cat Paws*, 17/04/2015

<sup>viii</sup> American Spa magazine, *In a Nutshell*, November 2015

<sup>ix</sup> Beat The Microbead, <http://www.beatthemicrobead.org/en/science>

<sup>x</sup> L'Occitane En Provence <http://au.loccitane.com/almond,23,1,1236,0.htm>

<sup>xi</sup> Macadamia Professional, [http://macadamiahair.com/macadamia\\_story/](http://macadamiahair.com/macadamia_story/)

<sup>xii</sup> Datamonitor Consumer, *Understanding Millennial beauty needs: getting under the skin of 18-34 year olds*, 16/09/2015