

Tendencias Cosmeticas 2014-2015, ultimos lanzamientos

Profa. Dra. Vanessa Arruda

Puerto Varas, Agosto 2013

Agenda

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? Que es una Tendencia?

2

6 areas relevantes de Cambio

3

3 Mega Trends 2014: Skin, Hair and Sun Care

4

South Korea market

5

Luxury products

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Innovative o Bizzarre products?

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Innovative o Bizarre products?



**OH, IT'S A
TREND**

**Qué es exáctamente
una Tendencia?**

... por qué trabajar con TENDENCIAS

... qué clase de TENDENCIAS son importantes

..... Qué TENDENCIAS
son aplicables en
productos de belleza



Por qué TENDENCIAS

Necesitamos conocer hoy

Lo que los consumidores

Querrán

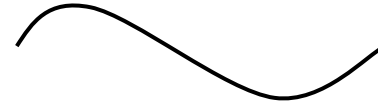
En el futuro.....

... Para desarrollar los
productos correctos para ellos

Niveles de TENDENCIA

Drivers

20 years plus



Socio-cultural TRENDS

10 – 15y

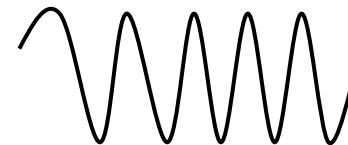
individuality, authenticity



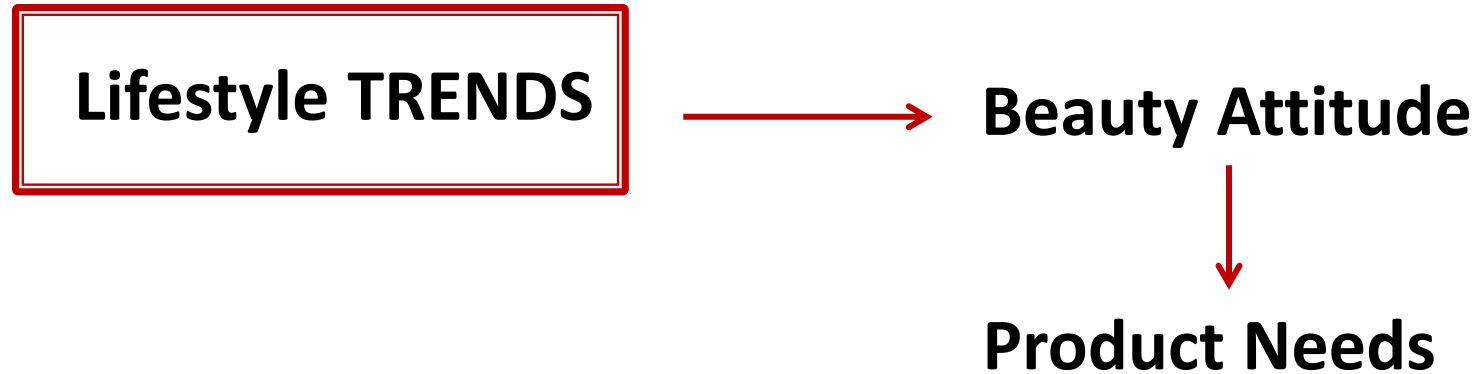
Lifestyle TRENDS



Fads/Fashions



¿Como hacerlas aplicables a la industria de la belleza?



Mega TENDENCIA

CAMBIOS Sociales,
economicos, tecnologicos
y culturales



Sociedad en Rendimiento
continuo,
Flexibilidad, Movilidad,
24/7

TENDENCIA Consumidor

CAMBIOS en la actitud y
comportamiento de las
personas



Pérdida de Tiempo
„Always on“

TENDENCIA Industria

Ofrecidas por las industrias
sobre CAMBIOS
ambientales



Conveniencia,
Productos - „To Go“

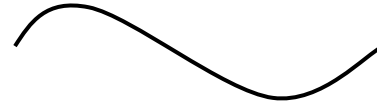
SEIS ÁREAS DE CAMBIO RELEVANTES

Ilustrar el impacto que se deriva de el, especialmente para el sector de la belleza y cosmética.

Niveles de TENDENCIA

Drivers

20 years plus



Socio-cultural TRENDS

10 – 15y

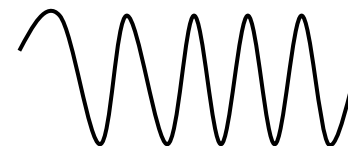
individuality, authenticity



Lifestyle TRENDS



Fads/Fashions



CAMBIO #1

Flexibilización

Multitarea



75% of smartphones users are not leaving home with out it
42% have it always in reach even at night

Swallowable Parfum – a cosmetic capsule



“On the way”

Es el nuevo “home”:

**La dirección de los clientes
es donde quiera ellos estén.**



Tesco Korea – Virtual shelves in subway station

Online sales went up 130% in three months.
Number of registered users about 76%.



Get Polished!

CAMBIO #2

Rendimiento Permanente



La sociedad espera que estemos en forma . Perfect fit.
Buscar un buen cuerpo es la mejor expresión para mostrar la propia actuación.



Staying powerful mentally and physically is key



Airport Spas – Wellness at top speed



Even waiting time is optimized

A close-up photograph of a hotel butler, dressed in a black tuxedo jacket and white gloves, holding a silver tray. The tray is laden with several ornate glass perfume bottles of various shapes and sizes, some containing amber-colored liquids. The background is softly blurred, showing hints of yellow flowers and a warm, indoor setting.

**Fragrance Buttlér
at Rosewood Hotel & Resort**

24h Fragrance Buttlér Room Service.

Slow Cow – The anti-energy-drink to calm down fast



Anti-energy-drink like SLOW COW offering quick relaxation even for the most stressed. No time for “come down slowly”.

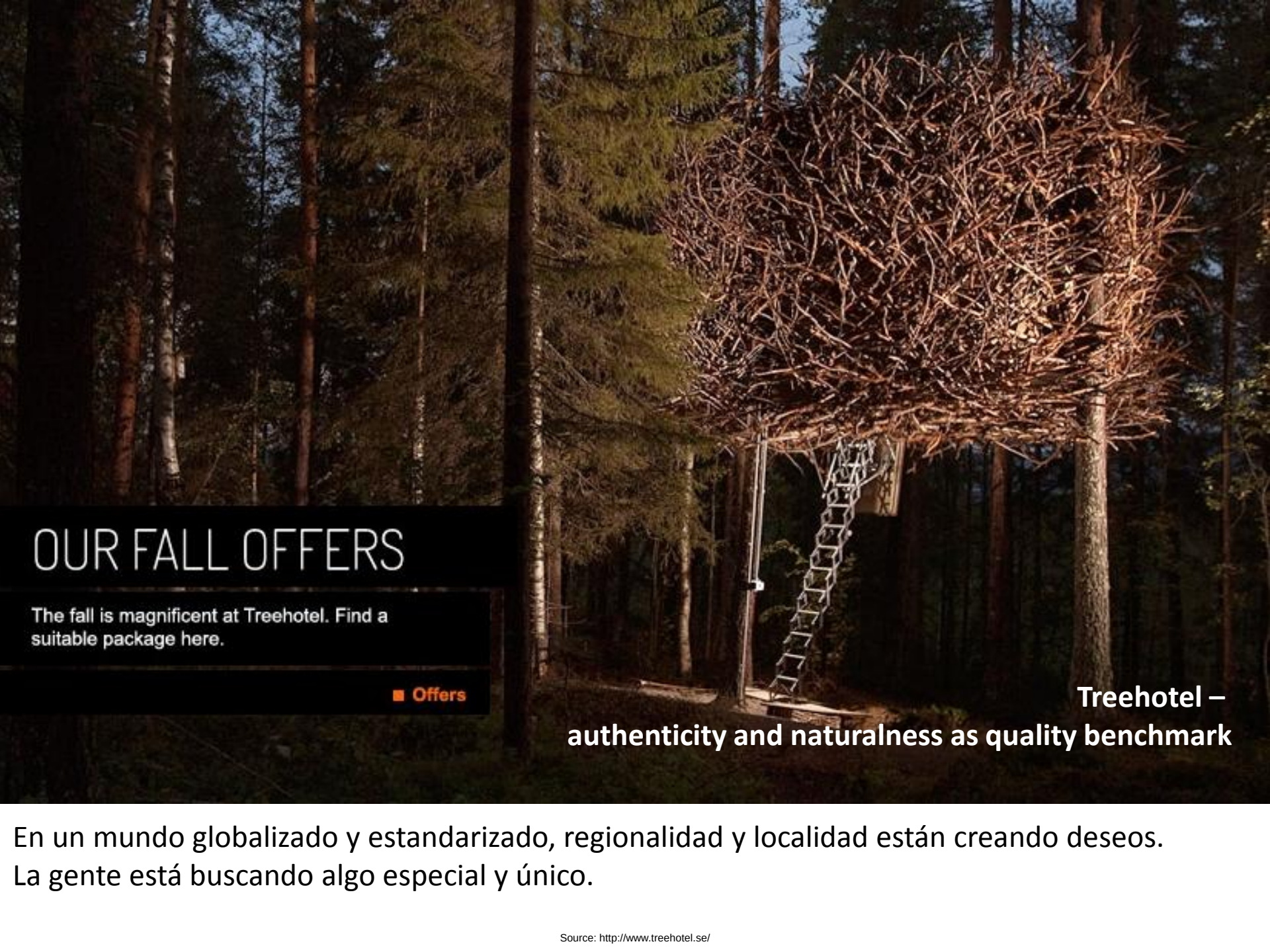
**Estamos racionalmente
sobrecargados pero
emocionalmente
desatendidos:
La simplificación y la
inspiración**

Glossy Box – beauty subscription service



CAMBIO #3

Crecimiento de la complejidad



OUR FALL OFFERS

The fall is magnificent at Treehotel. Find a suitable package here.

■ Offers

**Treehotel –
authenticity and naturalness as quality benchmark**

En un mundo globalizado y estandarizado, regionalidad y localidad están creando deseos. La gente está buscando algo especial y único.

Ayelet Naturals – organic products on the rise





CLARINS X FEED PROJECTS (Purchase for Progress)

El aumento de la importancia de la responsabilidad social llega a la industria cosmética.

A photograph of a wooden table displaying a variety of skincare products. On the left, a rustic wooden basket holds greenery and small purple flowers. Next to it is a small silver jar. The table is filled with numerous bottles of different sizes and colors, including white, amber, and blue. Some bottles have white caps, while others have pump dispensers. A small white tag is tied to one of the bottles. In the background, a white dove is perched on a surface, and the scene is set against a backdrop of lush green trees and a hazy mountain range under a soft, golden light, suggesting a sunrise or sunset.

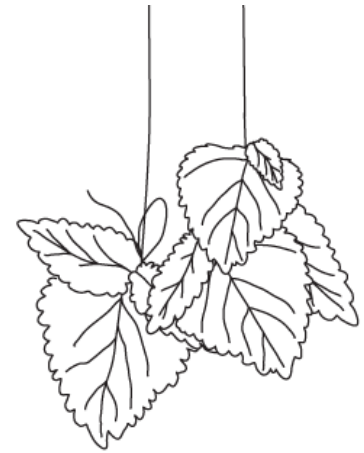
**Odacité –
freshness and honesty as factor of success**

"La frescura es la clave de la eficacia"
Los productos son recién producidos "just-in-time" después de ordenar en el web.

**La gente está fallando debido
a todas las oportunidades, no
a la falta de posibilidades:
La simplificación y la vida
simple.**

Three – natural and pure without artificial colors,
flavor or artificial ingredients





DIE WELTWEIT ERSTE PFLEGESERIE, DIE ZUM WASSERSPAREN AUFRUFT.

Dort, wo es ständig verschwendet wird.
Und wo es ganz einfach ist, Wasser zu sparen.
Jeden Tag im Bad.
Zuhause, in Restaurants und Hotels. Überall.

Feeling of focus and the beauty of reduction on the outside.

CAMBIO #4

Digitalización

Digital Everywhere



The smartphone is somehow getting the coffee-break of the 21st century.



Blogger-Icons sitting in the front row

The media is dramatically going digital.

40 %

**De los usuarios de internet busca
online información sobre
perfumes y cosméticos.**

Belleza en nuevos canales: Relaciones en lugar de Productos

Ihr persönlicher Beauty Consult

Sie suchen ein Produkt für ...?



Creamy
Cleansing
Foam



Benefiance

“personal beauty coach”

Shiseido – Virtual Realtime Makeup System



„Virtual Realtime Makeup System

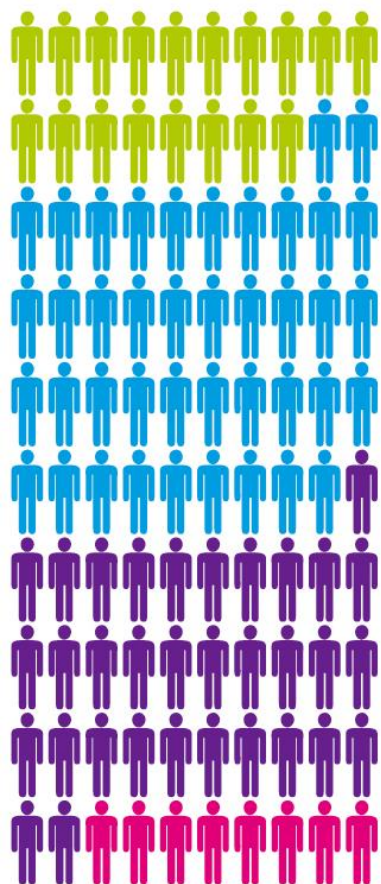
Fujitsu Laboratories – Skin Care App



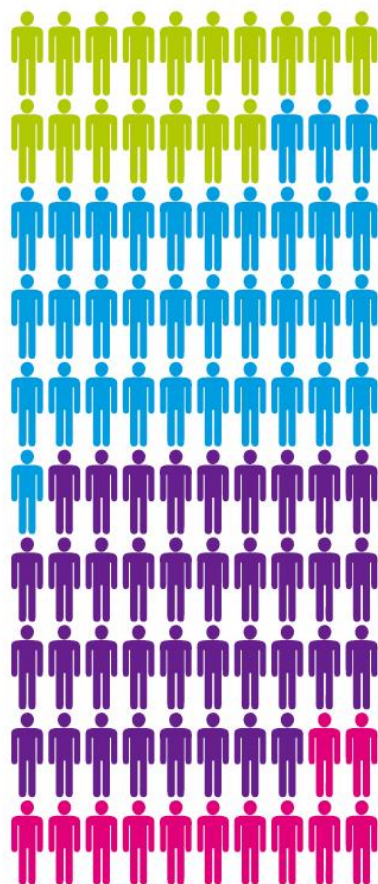


CAMBIO #5

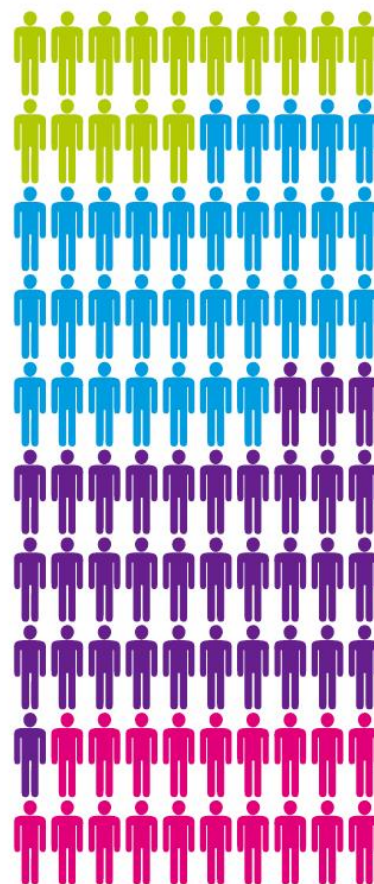
Sociedad Envejecida



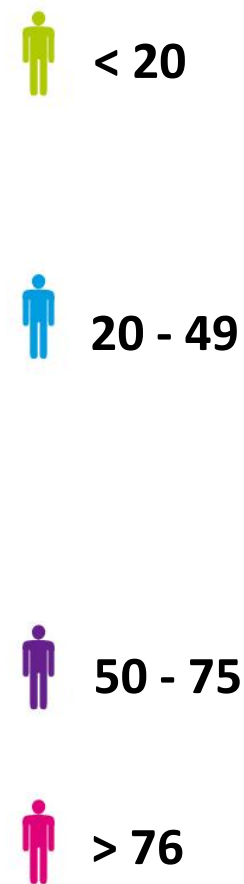
2010



2030



2050



“Old Europe’s”



Juventud se está convirtiendo en un símbolo de estatus y el punto de referencia.

AYER

**SALUD =
Ausencia de
Enfermedad**

Resistencia significa
Supervivencia

HOY

**SALUD =
Bienestar**

Fitness and
Work-Life-Balance

MAÑANA

**SALUD =
Juventud**

Cuerpo Bello =
Cuerpo Saludable

Sociedad Envejecida

Anti-Aging



El nivel de descontento femenina con sus cuerpos aumenta cada década.

92%: 2010

68%: 2008

50%: 90s

38%: 80s

25%: 70s

Sociedad Envejecida

Vital Aging



Envejecimiento Vital - juventud por medio del ejercicio se está volviendo más y más importante.



¿QUÉ SIGNIFICA SALUD?

77%: bienestar personal

59%: equilibrio de cuerpo, mente y alma

55%: ejercicio y eficiencia personal

55%: ausencia de la enfermedad

21%: belleza y cuerpo atractivo

Eat yourself beautiful



IO BOOSTER primer producto de cuidado de la piel diseñado para ser utilizado tanto por vía tópica, y como la “belleza ingerible”.

**Healthstyle:
Cuerpo y bienestar
son el centro de atención.**

Sociedad Envejecida Pro Aging

Pero una TENDENCIA también lleva a su propio anti-TENDENCIA:

En tiempos de "manía juvenil" hay una creciente tendencia paralela de envejecimiento natural y digno

**La edad percibida influencia
el CAMBIO de valores y el
valor del mañana**

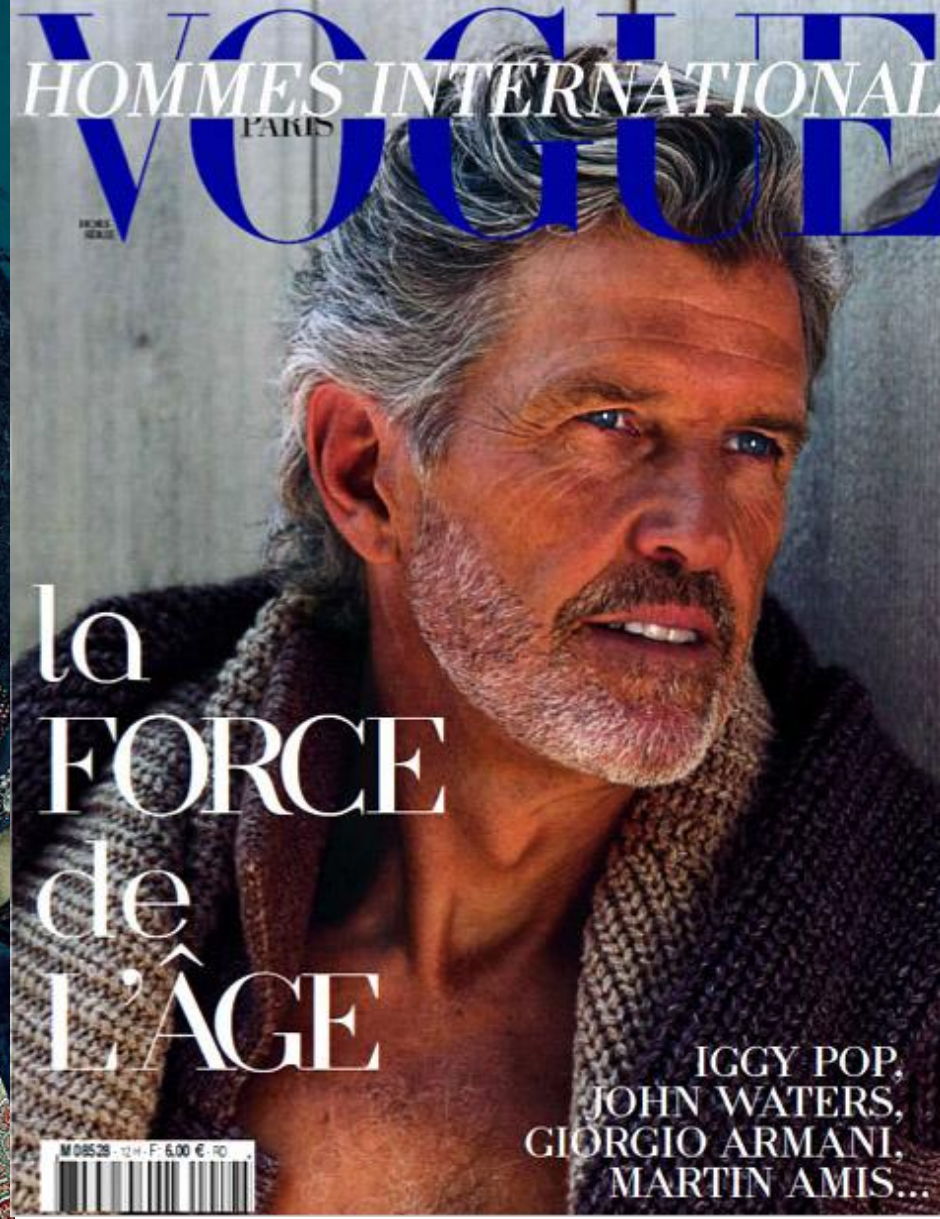


EL NUEVO ADOLTO MAYOR

- Se percibe **10 o 15 años más joven** que su edad real.
- **Etapas de la vida y los cambios.** Nuevas relaciones, la formación de una segunda familia - hace que se sienta más joven
- A una edad media de 74, las personas se dan cuenta de que son viejos



IRIS APFEL - diseñadora de interiores de Nueva York y un icono de estilo



CADEAUX 76

**Blurring
Boundaries**

*Il grande, lungo collo in nero bianco
della giacca della sera nera, che
dissolte insieme il suo corpo.*
GIORGIO ARMANI. Milano.
—*Ma il Dito, quello, è quello che
si porta. E' un DITO IN DITO.
E' quello che si porta. E' quello
che si porta. E' quello che si porta.*
GIORGIO ARMANI. 4 collezioni
che dissolvono il suo corpo.
BOCCACCIO. Pura la sua
della sua PETTI BATEAU.
L'opera di Milano in filo d'oro.
BACCACCIO.

Blurring Boundaries

[illegible]

CADEAUX

Photographie: Stuart Davies
 Styling: Sarah Wilson
 Make-up: Sarah Wilson
 Hair: Sarah Wilson

Photographie: David Dorian.
 Restaurazione: studio Officina Habitat.
 Restaurazione mobili: Bruno de Menezes.

La confusión de los límites de generación se pueden percibir a través de los niños y adolescentes "envejeciendo" cada vez más temprano.

Ava Anderson – Empresaria de la Belleza con su propia línea de skin care a la edad de 16 años.



NINTENDO DS™

I ♥ Beauty

Hollywood
Makeover

HOLLYWO

Freigegeben ohne
Altersbeschränkung
gemäß §14 JuschG



3+

www.pegi.info



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Nintendo®

our avatar



Name

Jenny

Continue

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edia



The best-looking shape of the
nose is when the bridge is the
apex. It can also come in
one-third going down.



Light-colored eyes should be
made to appear the
apex. It can also come in
one-third going down.



Your lips will look more
natural if you apply lipstick
with fingers.



"Temptress"

Tutorial

Back

CAMBIO #6

Individualización



"Todo vale" es el mantra del siglo 21

**Auto-optimización
mediante productos
personalizados**



23andMe genetics just got personal.

[Go](#)[Log in](#)[Register Your Kit](#)[Blog](#)[Help](#)[Cart](#)[welcome](#)[ancestry](#)[health](#)[how it works](#)[store](#)

Personal Genome Service™

Get to know your DNA. All it takes is a little bit of spit.

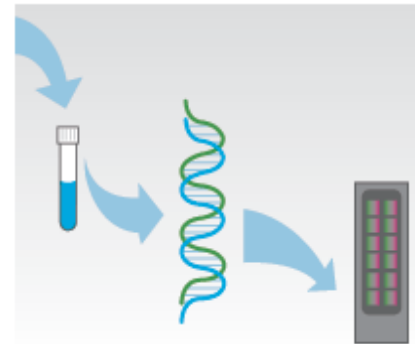
Here's what you do:



1. Order a kit from our [online store](#).



2. [Register your kit](#), spit into the tube, and send it to the lab.



3. Our CLIA-certified lab analyzes your DNA in 6-8 weeks.



4. [Log in](#) and start exploring your genome.

My Codage – Custom-made skin care products



CODAGE, n°1 in customised beauty care treatment, opens the doors of its French laboratory and offers you custom-made care products, especially formulated for you, labeled with your initials.

ANSWER THE 22 QUESTIONS OF OUR EXPERT DIAGNOSTIC AND DISCOVER THE UNIQUE FORMULA OF YOUR CUSTOM-MADE PRODUCTS



Skin Inc. – Cosmetic Cocktail Bar

Más de 200 diferentes combinaciones hasta crear una mezcla especial sólo para tu piel

**El cuidado personal masculino
ha perdido su inocencia.
No hay vuelta atrás
al "agua y jabón".**



FACE BOMB is an all-natural, deep cleansing mud
Great for all skin types.



Beauty is dead!

Long live B.you.ty!

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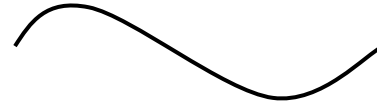
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Innovative o Bizarre products

Niveles de TENDENCIA

Drivers

20 years plus



Socio-cultural TRENDS

10 – 15y

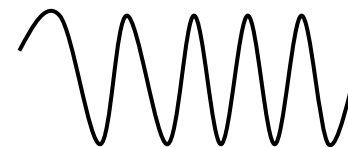
individuality, authenticity



Lifestyle TRENDS



Fads/Fashions



Beauty TRENDS 2014

Ambición &
Optimismo

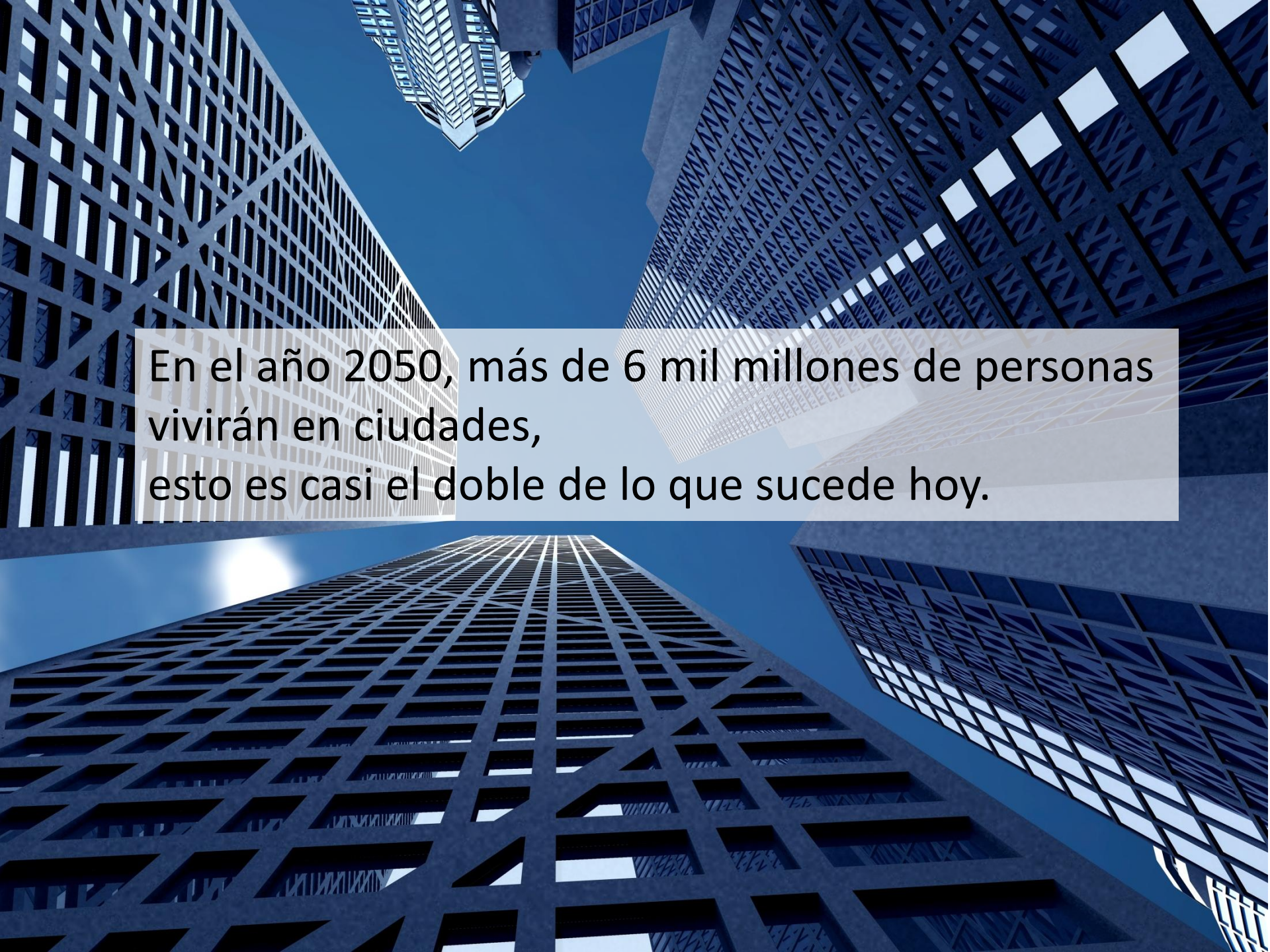
Declaración
en Cubierto

Partida
hacia la
Tradición

Inspírate!



AMBICIÓN & OPTIMISMO



En el año 2050, más de 6 mil millones de personas vivirán en ciudades, esto es casi el doble de lo que sucede hoy.

Trend: Ambition & Optimism Lifestyle

- Background
 - Megatendencia Global "**urbanización**"
- La gente de esta tendencia
 - Más bien mujer, joven, que vive en una ciudad
 - Orgulloso de las raíces y el origen
 - Ambicioso y quieren "hacerlo"
 - Disfrutando de la vida al máximo
 - Una visión del lujo y el estado
- Apariencia
 - Colorido, dinámico
 - Improvisado, ecléctico, decorativo



Trend: Ambition & Optimism

Hair

- **Hair look**
 - **Estilos Declaración:** estilos obvios con enfoque en partes como la frente o las explosiones
 - **Color:** pone de relieve colores de moda como rayas de colores o tonos pastel
- **Insights and benefits**
 - **Cuidado:** la reparación del cabello sobre-procesado, la protección contra los procedimientos de estilismo
 - **Styling:** productos y herramientas eficaces y orientados a l desempeño





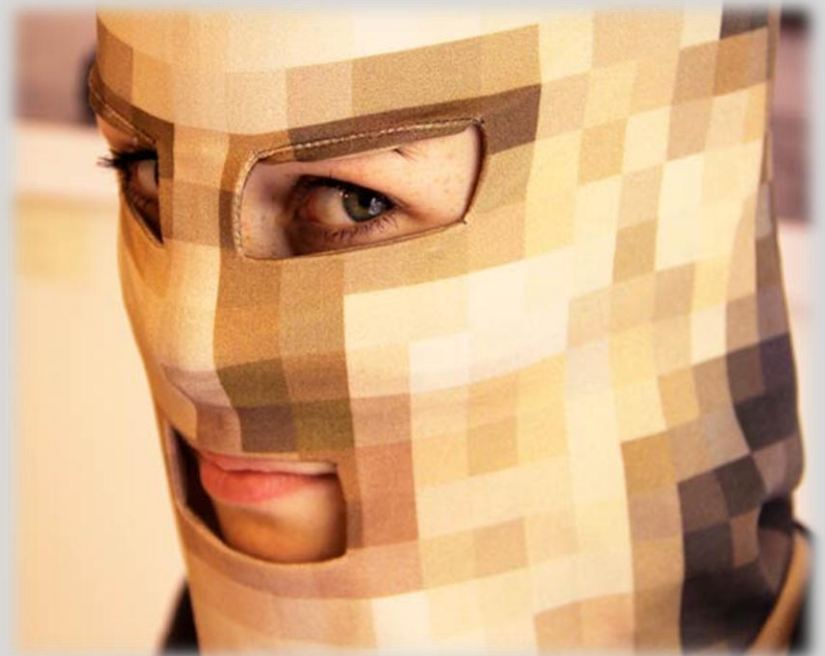
Facebook-landia sería la tercera nación más grande del mundo, con más de mil millones de usuarios.



Con tantas personas activas en las redes sociales, es algo especial para no estar allí o divulgar información limitada.

Trend: Enveloped Statement Lifestyle Manifestations

- Maestro de sus datos
 - App "Delete me"
- "Pixel masks": Herramientas para evitar el reconocimiento facial



BEAUTY ATTITUDE



- Cubierta: la piel es una interfaz con el mundo exterior
- Función hacia el interior: mejora hacia el exterior la imagen y la protección
- Las proporciones y contornos
- ***El blanco es el nuevo bronceado***

PRODUCT NEEDS



- Las diferentes niveles con diferentes funciones
- Nuevas proporciones
- Superficie suave y contornos perfectos

TALK ABOUT...



- Arquitectura analogías
- Mejoramiento del sistema holístico
- Ingredientes científicos y razonamiento



DECLARACIÓN EN CUBIERTO

Juego deliberado con revelación y encubrimiento; Para estar a cargo de la imagen que uno muestra

Inspírate en:

- Arquitectura
- Tecnología y Ciencia

Trend: Enveloped Statement Hair

- **Hair look**
 - Cabello como un medio para crear proporciones inusuales
 - Jugando con su edad real
- **Insights and benefits**
 - Cuidado: reconstruir la arquitectura además de una película protectora
 - Styling: apoyo y control, acabado liso y reflexión de la luz





PARTIDA HACIA LA TRADICIÓN

Trend: Departure to Tradition

Moods



Nutriente, cariñoso y leal
sino que también consciente de tu derecho y práctica

BEAUTY ATTITUDE



- Sin pretensiones, sanos y fuertes
- Natural y auténtico, Moda discreta
- Cabello y piel con calidad perfecta
- Muy cuidado y Disciplinado

TALK ABOUT...

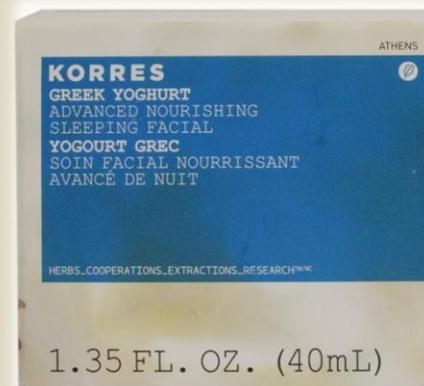


- Alta calidad
- Redescubrimiento de los ingredientes de comida Antiguos
- Nutriente y enriquecedor
- Hacer piel / cabello más resistente

Trend: Departure to Tradition

Skin Manifestations

Korres Greek Yoghurt Advanced Nourishing Sleeping Facial has been formulated with moisturizing Greek yogurt, a centuries-old Greek remedy for skin soothing, which provides a natural source of proteins, minerals and vitamins to instantly nourish stressed, dry skin. The ultra-hydrating 'facial-in-a-jar' also contains blend of sunflower wax and jojoba oil, vitamin E and a special concentrated form of turmeric extract, and is claimed **to work overnight to provide skin with immediate and long-term moisturization**, creating a smooth and even complexion, with noticeable results in skin texture and more refreshed skin.



Trend: Departure to Tradition

Food ingredients

Korres Sandia



Korres Borage



Korres té blanco, Bergamota



Korres Azucar



Trend: Departure to Tradition

Food ingredients



Trend: Departure to Tradition

Skin Manifestations

- Nutricion de la piel
- “The fresher the better”
- Simplicidad como principio
- Ingredients con analogia a los alimentos



Trend: Departure to Tradition

Cabello

- **Apariencia del Cabello:**
 - **Estilos** fáciles pero controlados
 - Pureza , simplicidad y barbas (muy bien cuidadas)
- **Insights and benefits:**
 - **Cuidado:** cabello brillante, sano, bien nutrido
 - **Styling:** Estar en control; estilos muy de moda de una manera tranquila



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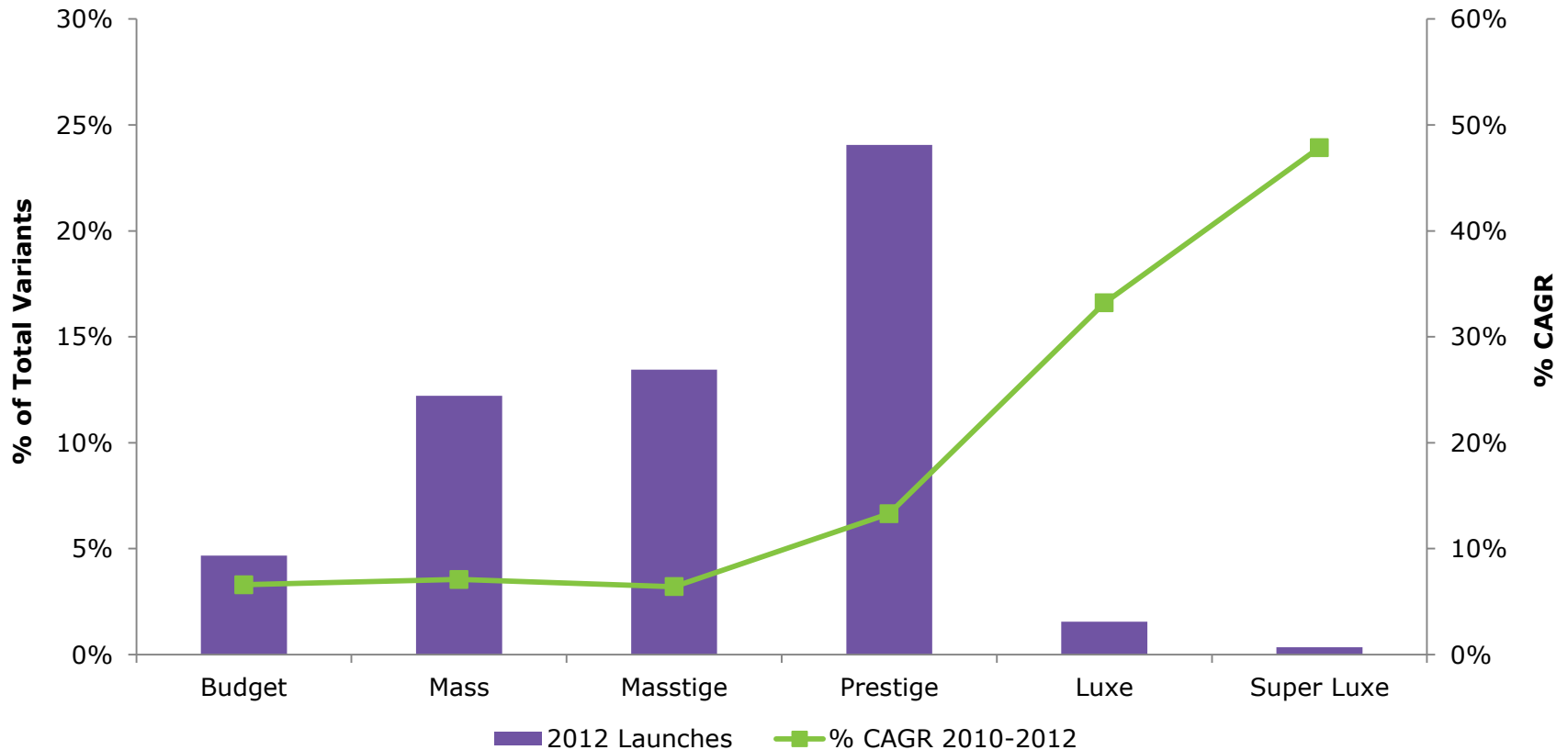
Luxury products

6

Innovative o Bizarre products

Launches in luxury goods on the rise

Global beauty launches by price positioning 2012 and growth 2010-12

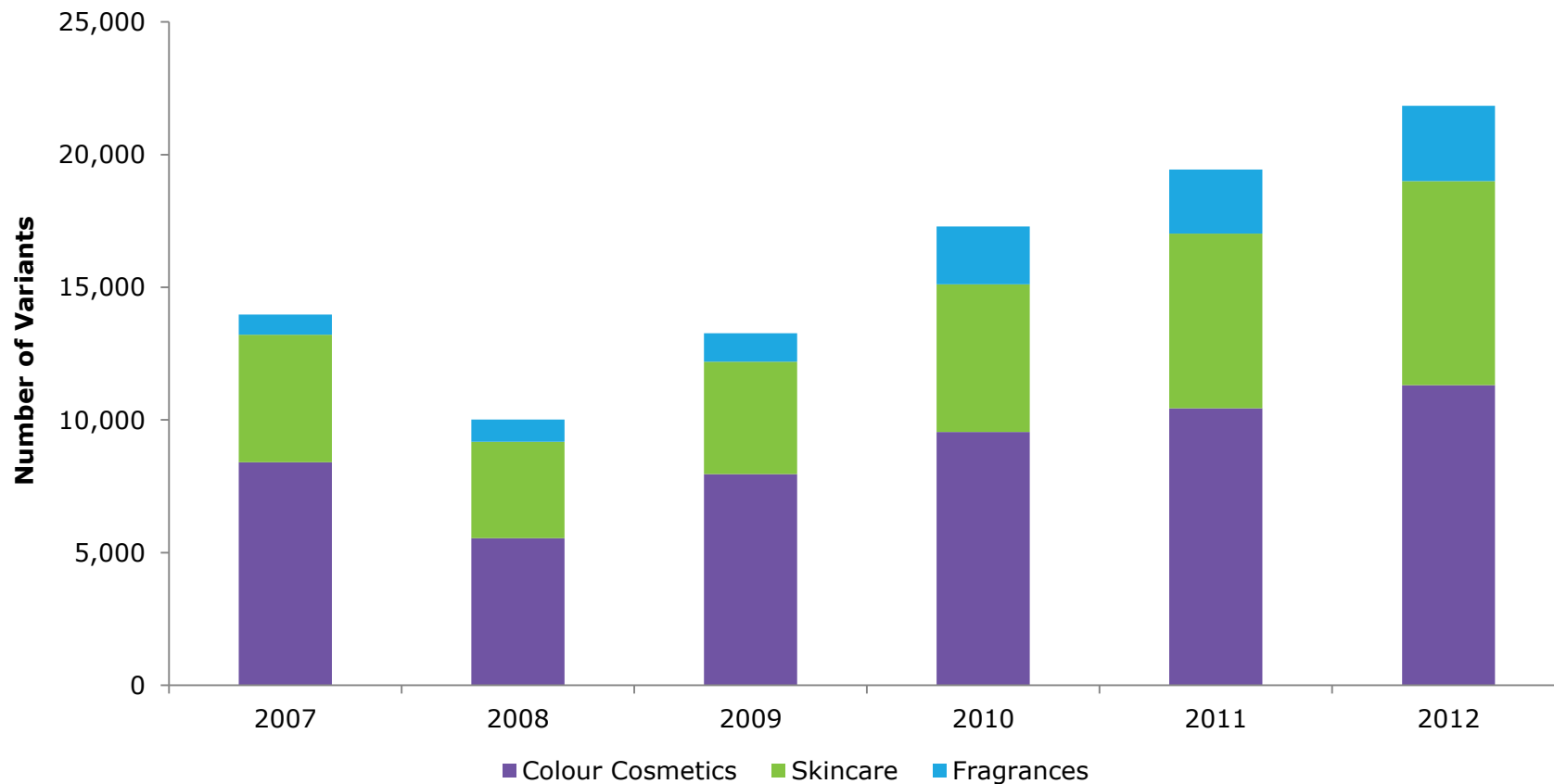


Source: Mintel GNPD

Note: Includes colour cosmetics, skin care and fragrances only

Packaging can cut through the clutter of new products

Global prestige beauty introductions by category, 2007-2012

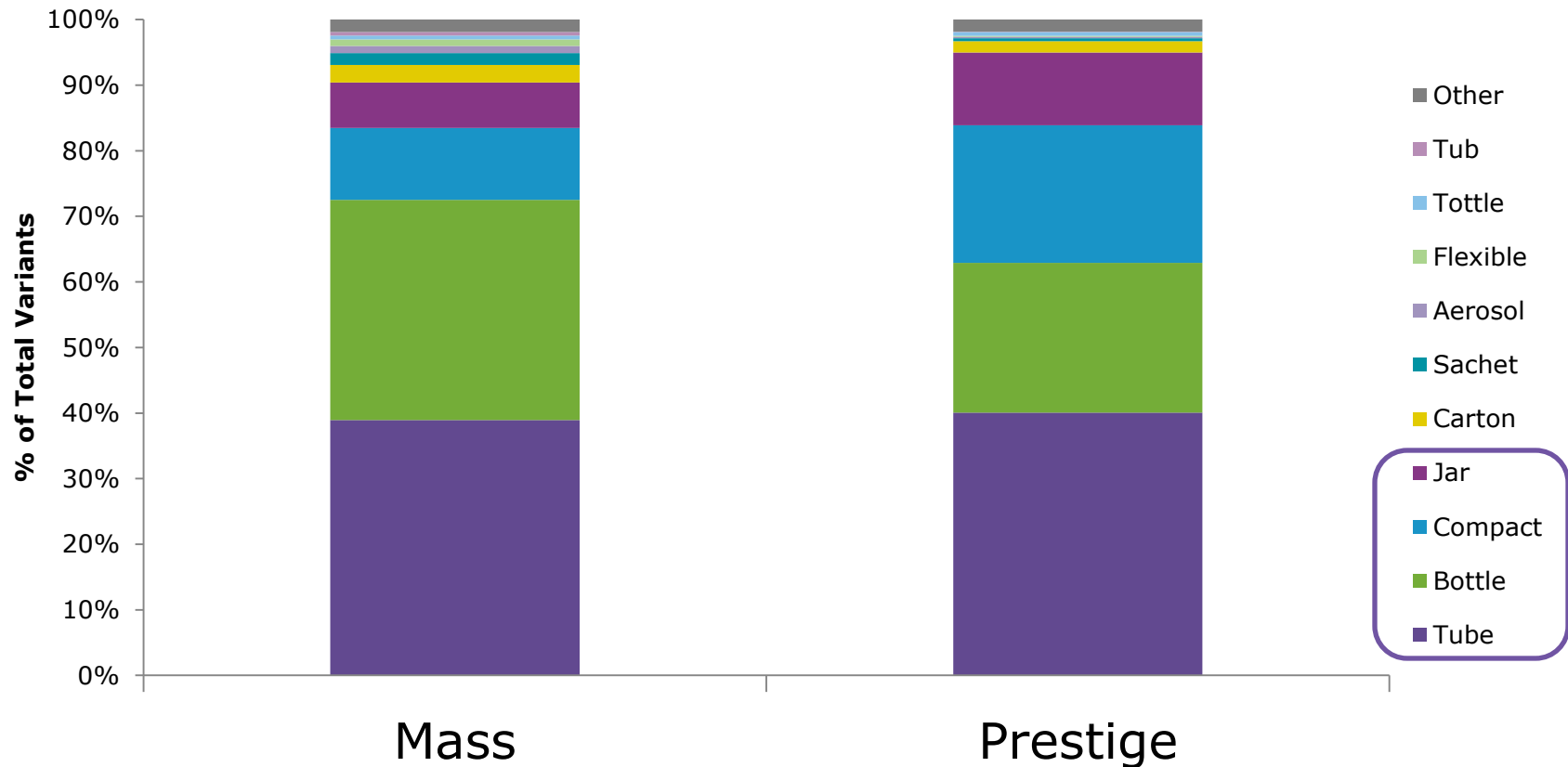


Source: Mintel GNPD

Note: Includes colour cosmetics, skin care and fragrances only

Beauty packaging consolidated around the 'big four' pack types

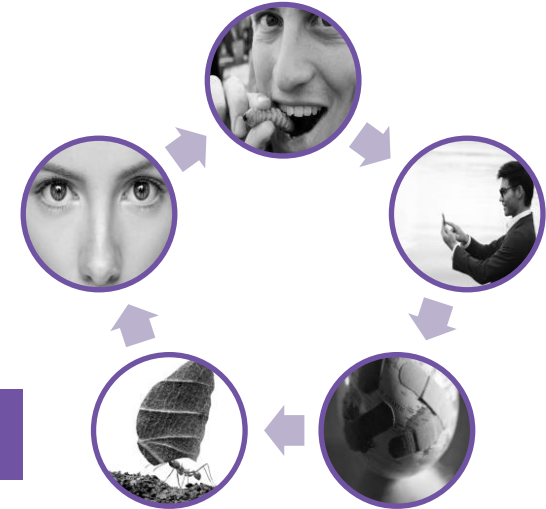
Global beauty launches by price positioning and top 10 pack types, 2012



Source: Mintel GNPD

Note: Includes colour cosmetics, skin care and fragrances only

1- CAN WE SEE PATTERNS IN WHAT IS LEADING PACKAGING INNOVATION ?



EXPERIENTIAL CONSUMERS

ACCESS EVERYTHING EVERYWHERE

BRAND INTERVENTION

COMMUNICATING EFFICACY

IT'S ALL ABOUT ME



EXPERIENTIAL CONSUMERS

Consumers are no longer satisfied with
simply buying products, increasingly
they want brands to provide experiences

REVEAL APPEAL: PAPER PASSION



Perfume described to be for "book lovers"

The perfumer Geza Schoen has captured the scent of freshly printed books to relax and evoke the meditation and concentration felt whilst reading.

**Steidl Paper
Passion**

July 2012
UK

1.69fl oz, **\$108.12**

LIGHT UP: GLOWING BY JLO



The product is available in a 50ml (£26.49) bottle that lights up whilst the atomizer is pressed down

A black and white photograph of a man in profile, wearing a dark suit jacket, a white shirt, and glasses. He is holding a smartphone in his hands and looking down at it. The background is a bright, overcast sky with soft clouds. Overlaid on the image are three blue rectangular boxes containing white text.

ACCESS ANYTHING, ANYWHERE

**Mobile devices are an increasingly important
part of our lives,**

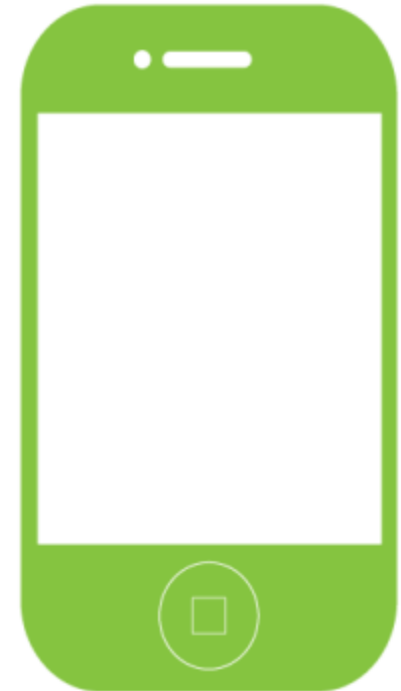
how will this impact packaging ?

Number of mobile phones as

a percentage of the population by biggest country

Global: 80%

	China	74%
	India	74%
	USA	104%
	Indonesia	105%
	Brazil	127%



Consumers hungry for information

Apps and QR Codes make consumers feel part of a campaign

The dermatologically-tested product features a patented MEMS (Micro-Electro Mechanical Systems) Sensor in the cap of the bottle, designed to measure the hydration levels in the skin. The pack features a QR code.



Youth Booster, \$236.81

Leveraging the consumer's device



Place your phone in holder to watch the video hands-free while you follow the steps.

You have now entered the realm of shadows...

Urban Decay Book of Shadows

UK
\$73.60

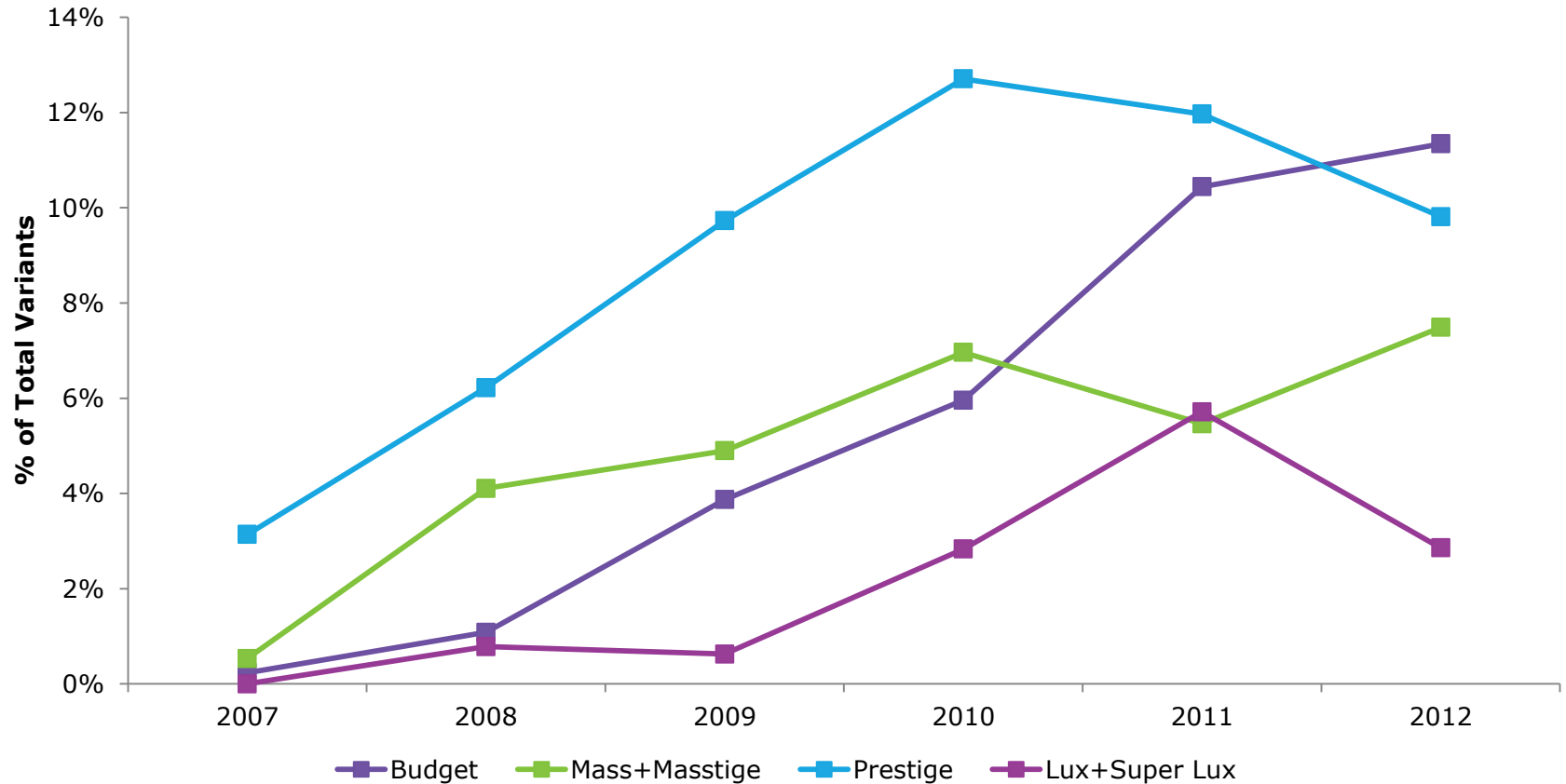


BRAND INTERVENTION

**The state will force corporations to become
more responsible for consumers**

Have green packaging launches stalled ?

North American beauty launches in green packs by price positioning, 2007-12



Source: Mintel GNPD

Note: Includes colour cosmetics, skin care and fragrances only

Material source is becoming important

**100% recycled
packaging**



The company contributes 1% of profits to biodiversity and sustainability charities.

Available as part of the range is Crème Hydratante & Relaxante (Moisturizing & Relaxing Cream), which contains myrtle, pomegranate, olive tree and fresh mint, and which is said to deeply repair, nourish, cleanse and moisturise feet, while protecting, clarifying and regenerating skin and providing sensitive feet with long-lasting freshness, with no oily feeling.

VàV Vertumne à Vénus
Moisturizing & Relaxing Cream

France, 1.69 fl. oz, \$62.48

Material source is becoming important

**100% all natural product in an
FSC-approved pack**



The **Decléor Relax Intense** range is said to offer all the benefits of a Decléor treatment at home. It features relaxing essential oils and plant extracts including Fair Trade vetiver and vanilla

It is claimed to soften the skin and help relieve tension by diffusing the olfactory benefits of its essence

Relaxing Dry Oil

Japan

3.38 fl. oz, \$102.08

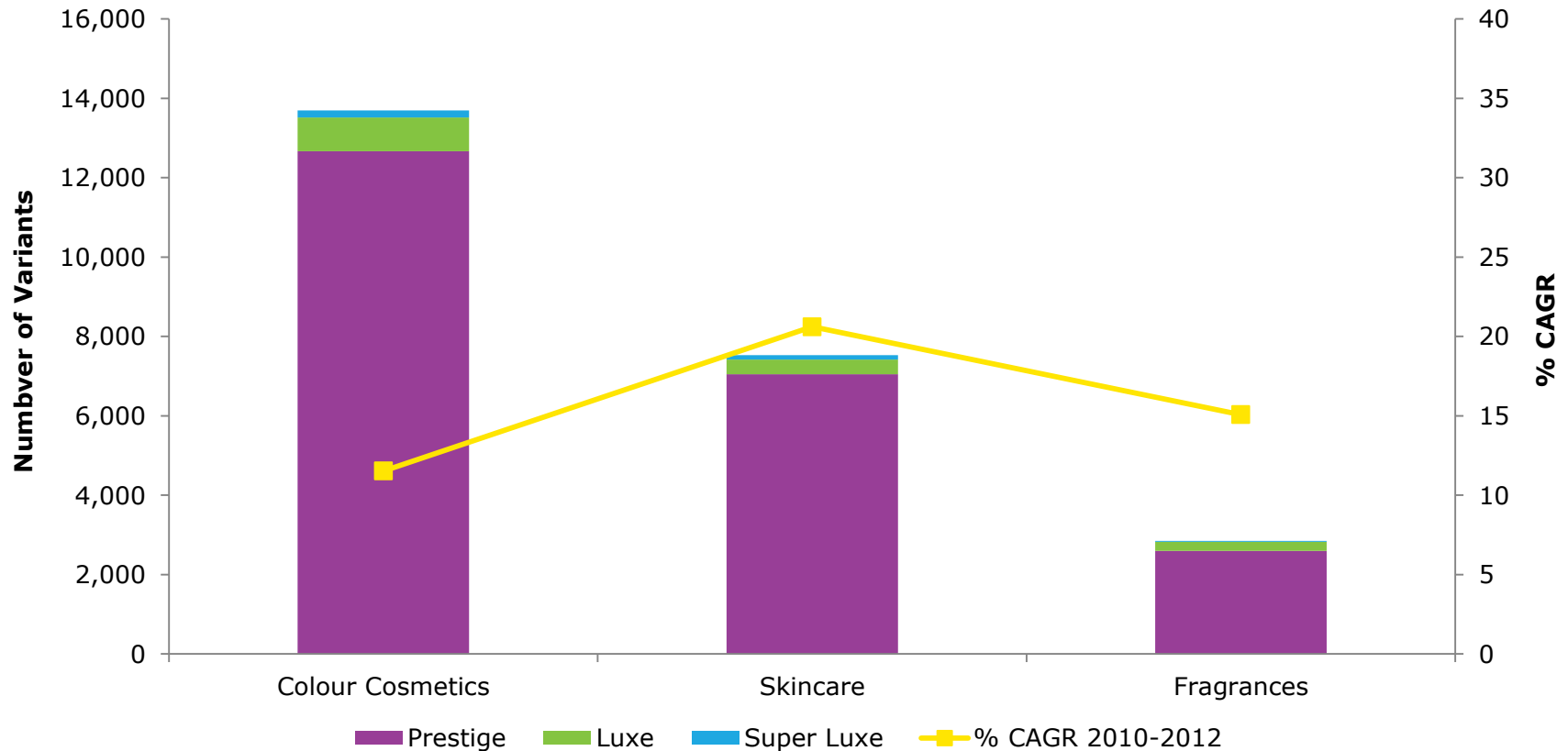
A black and white photograph of an ant carrying a large, dark, irregularly shaped fragment of a leaf or rock. The ant is positioned at the bottom right, walking on a mound of dark, granular soil. The background is plain white. The text is overlaid on the image in purple boxes.

COMMUNICATING EFFICACY

**Bold claims are increasingly required for brands
to stand out in the marketplace**

Skincare sales is supported by an aging base

Global prestige beauty launches by category 2012 and growth 2010-2012



Source: Mintel GNPD

Note: Excludes budget, mass and masstige

Growing use of airless claims



Amorepacific Herb Clinic Ampoules

Germany
5x0.23 fl. oz, \$200.00

“Airless pump bottles and tube pack formats are preferred to guarantee a minimum quantity of preservatives.”



MEASURABLE EFFICACY: IOMA

IOMA Beauty Pro Line 3

February 2013

France

1.69fl oz, \$159.07



A tool and treatment in one, Ioma's Youth Booster has a bottle-cap digital sensor that, when placed on skin, assesses moisture levels and determines how much product to use.



CUSTOMIZATION



Customise your skincare with Sepai's Tune It; add up to **three extracts to one of three bases** (body primer, facial serum and moisturiser) to answer your skincare problems



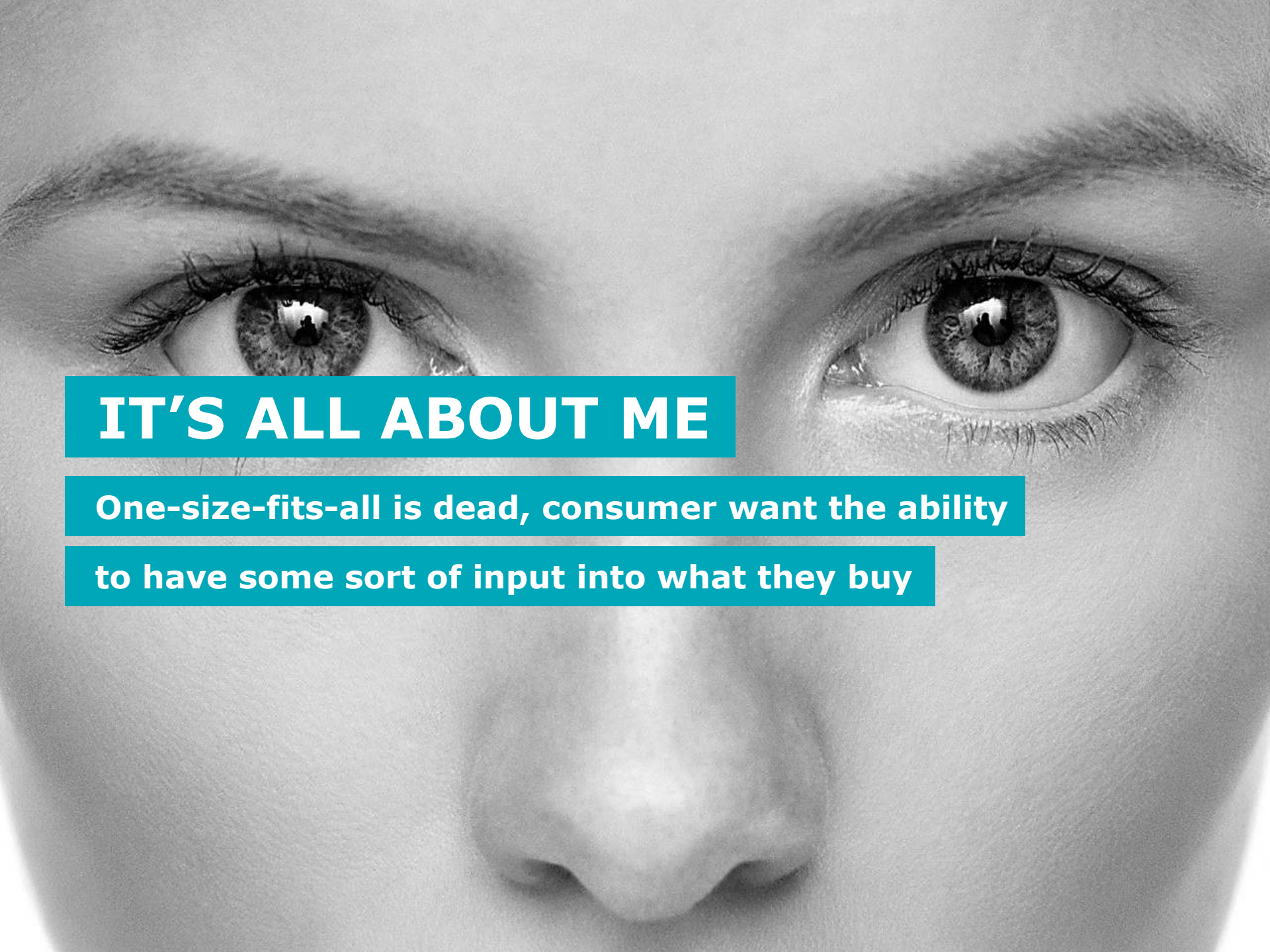
SEPAI: Tune It

April 2013

UK

0.41fl oz, \$76.29

mintel.com



IT'S ALL ABOUT ME

**One-size-fits-all is dead, consumer want the ability
to have some sort of input into what they buy**

Coffee chain **Starbucks**

claim to offer **87,000**
drinks combinations

For **1 in 4** US consumers, the choice to
customise a product is one of the ways
they define luxury

JUST FOR YOU: LIMITED EDITION

lé de Peau Beauté La Crème

USA

1.70 fl. oz, \$775.00



lé de Peau Beauté La Crème is available in three new limited edition packs to celebrate the 30th anniversary of this iconic 'hero' product. The packaging is said to have been inspired by the **radiance of rare colored diamonds**, with the **blue pack claimed to represent trust**.

EXPERIENTIAL CONSUMERS

Deliver an experience as well as the product

ACCESS EVERYTHING EVERYWHERE

Connect consumers to information and each other

BRAND INTERVENTION

Consumers want brands to satisfy their pack sustainability needs

COMMUNICATING EFFICACY

Support product claims with innovative packaging

IT'S ALL ABOUT ME

Leverage packaging to give the consumer a customised experience

**LUXURY PRODUCT
LAUNCH HIGHLIGHTS**

PRODUCT LAUNCH HIGHLIGHTS: LUXURY - SKINCARE



Kosé Infinity Prestigious Cream



China
1.69 fl. oz
\$418.51

Métier Tribeca Replenishing Daily Solution SPF 30



UK
1.69 fl. oz
\$309.92

Helena Rubinstein Pro Filler Intense Wrinkle Corrector & Elasticity Restorer



France
1.01 fl. oz
\$323.10

Agenda

1

? Que es una Tendencia?

2

6 areas relevantes de Cambio

3

3 Mega Trends 2014: Skin, Hair and Sun Care

4

South Korea market

5

Luxury products

6

Innovative o Bizarre products?

Creatively lip balm products



Creatively lip balm products



Creatively lip balm products



Creatively lip balm products



Creatively lip balm products



Creatively lip balm products





Food cosmetics



#1 Food-Formed Branding

Fruits & Passion Packaging Takes the Shapes of its Scrumptious Contents (GALLERY)



Veegan cosmetic brand



Coral cosmetic brand



Minimalist cosmetic brand



Effervescent sunblock brand



Creatively branded skin care products



60's inspired cosmetics



Luxury SPA's

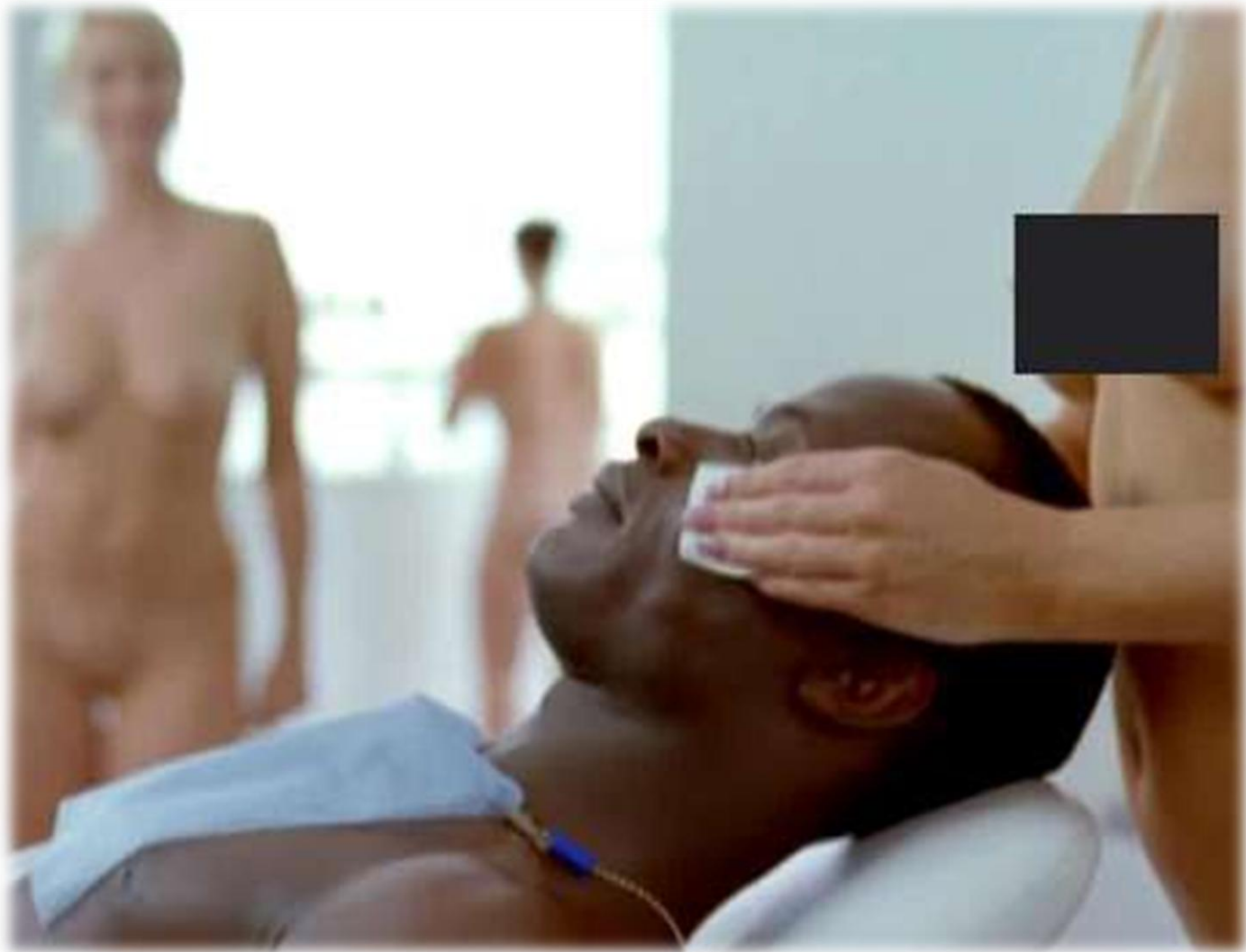


The Holistic 24 Karat Gold Facial



Luxurious facial offered only at the [Dr. Hauschka Spa in Montreal](#) and yes, that's 24K gold

Luxury SPA's



RESYNCHRONIZING SKINCARE

FOR DAY, NIGHT AND WEEKEND

Our hectic lifestyles disrupt skin's natural rhythms. To restore the complexion to its optimal state, Chanel created three skincare products, customized to your weekly needs. Together, the products resynchronize skin's natural rhythms for a smooth, supple and beautiful complexion.



WEEKEND

LE WEEKEND DE CHANEL

WEEKLY RENEWING FACE CARE

Enhances skin renewal by deeply exfoliating and boosts luminosity by richly hydrating for the week ahead. During the weekend, apply morning and evening in place of serum and moisturizer.





Restore and rebalance your skin with African Botanics Pure Marula Oil. This daily moisturizer hydrates and brightens your skin while restoring elasticity. It's our secret for youthful, rejuvenated skin.

Natural and cold pressed ingredients found in wild-grown plants sourced from regions in South Africa
Enriched with vitamins C and E and natural antioxidants that help cells renew & resist environmental damage

Suitable for all skin types, especially dry

Helps reduce the appearance of stretch marks, sun damaged skin and eczema

63 ml/2.14 fl oz



Details

Bacteria, dirt and oil build up in dirty makeup brushes - which you then use to re-apply your makeup! Yuk! Your brushes need cleaning every week. Cleaning and sanitizing is now made so easy with this brush shampoo. Plus, you get to clean without chemicals! Pure goats milk and palm butter

- Pure goats milk and palm butter
- 1 oz. container



Bee Venom has the following beneficial functions

- Anti-ageing
 - Improves cell regeneration
 - Activates renewal of damaged skin cells
 - Scar reducing effect
 - Helps with treatment & reduction of fine lines & wrinkles
 - Helps collagen formation
 - Reduces skin ageing including photo-ageing
- Acne
- Antibacterial
 - Anti-inflammatory
 - Helps with the treatment & prevention of acne

ELABORATE SOAP PRODUCTS



ELABORATE SOAP PRODUCTS



ELABORATE SOAP PRODUCTS



ELABORATE SOAP PRODUCTS





KEY INGREDIENTS

Volcanic Ash is created when solid rock shatters and magma separates into minute particles during volcanic activity. A little like diamonds, this stuff is created under pressure. As a result this amazing organic matter is the star ingredient for a hard working face scrub. It acts as a natural abrasive and combines perfectly with natural clays for deep exfoliation.

Green Clay is a super absorbent clay. We like to think of it as Kryptonite for blackheads. It's unbeatable at drawing out dirt and impurities from oily skin. It's nourishing too, being naturally rich in iron, magnesium and potassium.



MUCHAS GRACIAS !!

Profa. Dra. Vanessa Arruda

Puerto Varas, Agosto 2013