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In the Year 2013: What Beauty Experts See for the Future

Collected by Ada Polla, co-creator of Alchimie Forever and GCI editorial advisor

The New Year is a time for goal-setting and strategizing; for thinking about the year ahead, the time to close one chapter and open a new one. But what will the beauty industry be remembered for in 2012?

Top of mind might be the BB cream craze, the nail care boom, a few significant M&A transactions—including Markwins' recent purchase of Physicians Formula, and the back and forth between potential acquisition participants Avon and Coty—and the industry's continued focus on sustainable products and production. But what does 2013 and beyond, hold? No one knows for sure, but here is what a few beauty industry leaders expect.

“I see several significant trends for 2013. First, DIY. We are continuing to see DIY dermatology treatments at home (the continued growth of Clarisonic is a perfect example). Whether it is glycolic peels, hyaluronic acid treatments, or tools, tools and more tools, sometimes consumers are too busy to make it to the dermatologist and want the intense treatment at home. For example, we are testing an interesting electronic hyaluronic filler patch system. Second, I also expect a return to intensive, active body treatments. While this market fell apart somewhat with the recession as consumers weren't willing to invest in the category, I see this as a significant growth opportunity.”

—Marla Malcolm Beck, Founder, Bluemercury and M-61 Skincare

“In what has become a hyper visual and technological environment, there will be a trend toward tactility. While consumers will continue to digitize their lives and engage with brands online and on social platforms, there is a heightened desire for sensory experiences that can really only be articulated in a retail environment.”

—Kelly Kovack, Partner, Brand Growth Management

“For 2013, I believe that the therapeutic benefits of skin care and facial treatments will begin to be more understood. In the past 10 years, we have seen millions of Americans exploring massage and bodywork to help them manage chronic physical conditions, decrease pain and stress, and increase flexibility and quality of life. Spa modalities like massage and bodywork have moved out of the luxury category and into the 'needed' category as more folks take control of their own health and overall wellness. In the coming years, the industry will see more consumers seeking out skin care services for therapeutic reasons, not just to pamper themselves.”

—CG Funk, Vice President of Industry Relations and Product Development
Massage Envy Spa

“For 2013, slowing down to take care of our self and our loved ones will be a major trend. The values of the slow food movement will influence all aspects of our lives, especially how we approach our beauty, health and wellness. In terms of color, people will gravitate towards calming shades. Although we will see more common shades of pinks and neutrals, there will be surprising pastel-like hues in blue and green that people will find soothing and relaxing for spring.”

—Shel Pink, Founder and CEO, SpaRitual