# The Future of Color Cosmetics: Emerging Opportunities

## Our Methodology

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## Key Takeaways
OUR METHODOLOGY
BEAUTYSTREAMS is a one stop information source for strategy, marketing, and product development teams worldwide.
IN
COSMETICS GLOBAL 2019:
THE FUTURE OF COLOR COSMETICS: EMERGING OPPORTUNITIES

Multi-Cultural Experts Bridging Global & Local Insights
Our Experts

The BEAUTYSTREAMS team is comprised of over 200 experts worldwide.

Amsterdam, Netherlands
Athens, Greece
Atlanta, USA
Auckland, New Zealand
Barcelona, Spain
Bangkok, Thailand
Berlin, Germany
Brussels, Belgium
Bologna, Italy
Copenhagen, Denmark
Dallas, USA
Hanoi, Vietnam
Hong Kong, China
Jakarta, Indonesia
Kathmandu, Nepal
London, UK
Los Angeles, US
Madrid, Spain
Melbourne, Australia
Milan, Italy
Montreal, Canada
Moscow, Russia
Mumbai, India
New York, USA
Osaka, Japan
Oslo, Norway
Paris, France
Reykjavik, Iceland
San Francisco, USA
Sao Paolo, Brazil
Seattle, USA
Seoul, Korea
Shanghai, China
Stockholm, Sweden
Sydney, Australia
Tokyo, Japan
Our Clients

Working with beauty and lifestyle brands on six continents, we have a unique perspective on the global beauty industry.

From international mass-market and luxury corporations to mid-level indie brands and contract-manufacturers, we are the global trend source with the largest number of beauty clients. Here are some of the brands we work with:
Expertise Specific to Your Sector

Our content provides valuable insights from specialists from various sectors:

- Color Cosmetics
- Hair
- Nails
- Skin Care
- Personal Care
- Fragrance
- Mens Grooming
- Strategy & Marketing
- Consumer Insights
- Advertising
- Retail
- Packaging
Vital Insights to Fuel Your Brand Strategy, Marketing Initiatives & Product Development Decisions

**Our Services**

**ONLINE TREND INTELLIGENCE**
- Subscription-based website, updated daily.
- Thousands of trend reports, color forecasts, archives, image bank, and online tools.

**FORECAST: BEAUTY COLOR, LOOKS, …**

**UPDATES: PRODUCT, RUNWAY, NEWS**

**IMAGE BANK & ONLINE WORKSPACE**

**BESPOKE CONSULTING**
- For customized solutions, our Bespoke Division responds to your specific project requirements.

**CONSUMER MARKET INSIGHTS**

**ADAPTATION GLOBAL / LOCAL**

**BRANDING / POSITIONING / DESIGN**
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In order to predict the future, it is key to evaluate previous trends. By analyzing and mapping trends over various periods (seasons, years, or decades) we can anticipate cyclical shifts.

Our international teams constantly track evolutions in retail, market and consumer lifestyle and tastes.

Today’s influencers have direct impact on millennials and Gen Z. We analyze which trends and influencers are popular online and on social media.

Each season, BEAUTYSTREAMS meticulously tracks the men’s and women’s runways day by day to see what new trends are emerging for different beauty and fashion categories.

Trends in other fields can inspire beauty trends. We scope trends in the art, design, technology, science, and food industries.

We are affected by the world we live in. BEAUTYSTREAMS tracks trends in geopolitics, climate, and economy.

Our teams around the globe constantly visit trade shows to find emerging trends, innovations, new products, and interesting brands.

Finally, through intuition, honed by years of experience, we arrive at accurate findings.
THE FUTURE OF COLOR COSMETICS: EMERGING OPPORTUNITIES
CONSUMER FOCUS

KEY CONSUMER TRIBES
The following consumer tribes will grow in number within the next 3-5 years (and beyond). While we already see signs of their existence on the market, they will become more mainstream by 2021-2024, requiring us to keep them in mind for strategic product development and marketing.

**LOCAL ACTIVISTS**
- A movement of connected consumers interested in international events but preferring to take direct action to participate in implementing their values.
- Open to the world, they prefer to act themselves in their direct involvement, as they don’t trust in states and governments to resolve issues (e.g., gun movement, new feminism, empowerment, dreamers movement, etc.).
- They believe that every individual has a role to play to change the world (social, tile, inclusiveness, negative, etc.).
- They embrace crowdfunded capitalism to sustain local economies.

**EMPATHIC LUXURISTS**
- A tribe ready to spend a lot of money on premium-quality, but also looking for a social cause behind indulging consumption.
- They have to support philanthropic causes without forgetting to pamper themselves.
- For them, there is a bonding financial support causes shows their wealth.
- Rather than shopping off logos, extreme versions of empathic luxurists like to show off their good actions like showing symbols.

**CAUTIONISTS**
- Not easily swayed. Cautionists are afraid of rapid changes and safeguard themselves in protectiveness ideas.
- Aware of big brands, they see big data and the wrong usage of their social media history.
- They value wellbeing destinations, spa treatments, and aromatherapy for neurorelaxing and stress-relieving benefits.
- Well informed, they carefully check ingredient lists as well as harmful effects on their body.
- For health reasons, they follow strict diets; and value natural, non-polluting formulations.

**RADICAL DANDIES**
- An emerging subculture of young men and others embracing beauty.
- They are opt for semi-organic skin care treatments and make-ups.
- With men influencing, dressing preferences of masculinity, and blending gender lines, men are becoming more conscious of their appearances.
- Seen in the mainstream shirt in men’s grooming products and skin-care.
- Currently they remain on online video platforms, but within the next 3-5 years a generation of men will be conditioned to seeing perfectly pore-less skin and the usage of contouring techniques, more blending filters, etc. should gain in interest among young males.
- They will not necessarily be expressed as gay or effeminate, but will also include men and cool attributes such as Adam Smith currently.

**MAINSTREAM MAVRICKS**
- Developing personas push against social norms of their environment.
- Mainstream Mavericks don’t want to fit in a box and embrace their differences (e.g., multi-cultural consumers, transgender, drag, etc.).
- Adapting anti-establishment attitudes, paradoxically, their preferences fall into the main trends.
- Sensitive to animal influencing they open to impulsive shopping behaviors based on endorments.
- They react to their anxiety about the future with irony, irony, and anti-elitism.

**TECH OPTIMISTS**
- They embrace technology and use it in every aspect of their lives.
- Positively skittish believe that the commodification of human intelligence and AI will be the solution of many problems in the society.
- As 5G will be widely available by 2020, more consumers will desire enhance augmented reality and virtual or reality retail experiences like never before.
- Garner predicts that by 2020 “AI will create more jobs than it eliminates” adding yet, yet, eliminating 1.5 times.

**BEAUTY IMPULSIONS**
- Use of mid and “cool” people in communication.
- Collaboration with PAN/Influencers.
- Target new generation of against a specific product offer
- Processive & sensual communication.

**IN-COSMETICS GLOBAL 2019: THE FUTURE OF COLOR COSMETICS: EMERGING OPPORTUNITIES**

**BEAUTYSTREAM**
TWO MACRO TRENDS TO EXPLORE
While sustainability is a given for young consumers, their view on the topic is moving away from a serious necessity to save the planet to a happy exploration of the richness of nature.

Offering playful textures, colors, and formats with green formulations will be key these next few years. Consumers will not necessarily associate eco with natural beige and brown colors or accept tradeoffs on effectiveness, but look to indulge themselves in benefits and colors comparable to "classic" formulations.

The question is no longer whether beauty brands should go green or not, but what their take on sustainability is. While indie labels tend to have technical and financial limitations when it comes to natural-based formulations, there is an opportunity for larger corporations and their innovative R&D labs to take on a more directional role in product development.

Beauty Implications

- Local sourcing will be the norm.
- Sustainability is slated to enter the mainstream.
- Ethical formulas (vegan, cruelty-free, fair trade, etc.) will branch out into more vibrant colors.
- Expect sustainable products to become highly effective.
- Offer ‘Instagramable’ textures and colors in sustainable formulations.
Masculism

The future of masculinity

There is a movement of young men fighting for their right to be what they want to be, without having to squeeze their personalities into traditional masculine roles. They are fighting for their right to be colorful, sensitive, and emotional.

Young consumers, especially, tend to be more politically charged and open-minded, accepting gender-fluid and transsexual identities as a given. They are skeptical about stereotypes and old-fashioned boundaries, particularly the traditional gender constructs, no longer viewing sex as binary. Instead, they honor authenticity, transparency, inclusion, and diversity.

Consequently, Gen Z and Millennials - the youngest among the adult consumers - pivot towards brands that support individuality allowing them to live the truest version of themselves.

While the idea of gender fluidity becomes more commonplace helped by celebrities, certain consumers will also want to switch their look from classically masculine attributes to classically feminine attributes, and vice versa, depending on their mood.

What used to be considered feminine like a dress or color make-up, will in the future be adopted by young, urban male consumers as well, who view such individual expressions as stylish and audacious rather than weird and “gay”. In general, looks will not necessarily be linked to a gender, but to moods and occasions.

Beauty Implications

- We observe a growing acceptance of make-up for men, especially among young consumers.
- We recommend the creation of face make-up products, designed especially for male skin and its special needs. We predict that make-up will be used more frequently by certain men as a rebellious and cool statement to set themselves apart from the crowd. It will not be exclusive to extravagant and effeminate men, but be accepted by trend-conscious streetwear consumers.
- Men’s beauty packaging is currently dark and masculine, this will change and also become more colorful, flamboyant, and emotional.
- For women, pink and glittery packaging will be viewed as uncool and cliché by fashionistas.

Especially young men will seek for sustainable alternatives for skin care, personal care, and make-up.
HAPPY ECO:
Colors, Story-telling, Textures,
Color Cosmetics, Skin Care, Fragrance, Packaging
ECO’VORE

COLORS & CONCEPTS

AW 2019/20

IN-COSMETICS GLOBAL 2019: THE FUTURE OF COLOR COSMETICS: EMERGING OPPORTUNITIES
HAPPY ECO: The eco movement viewed with joy and optimism. Gen Z and younger Millennials approach sustainability with humor, fun and a positive outlook.

POWERED BY NATURE: As the green movement becomes mainstream, consumers still expect effectiveness and efficiency. Natural colors do not have to be dull and flat. Nature is full of bright, vivid organic colors and exciting textures.

AEROBICA: Make fun of 80’s health & fitness movement aesthetics. Embrace bright colors and extreme styles.
INFLUENCERS: FOCUS ON DIY BEAUTY
**Color Infusion Kit**

**Concept**
- Playful
- Customizable mixology kit
- Add liquid pigment to a base formulated specifically for cheeks, eyes, lips, nails or hair

**Format**
- Range of liquid color pigments
- Hygienic tube with controlled, one-drop delivery
- One drop equals one dose

**Claims**
- 100% pure, natural liquid pigments
- Effective color results
- Pigments are made from vegetables and fruits
GRAPE ESCAPE
Color Infusion - Nail Stain

Format
- Bottle with sponge applicator
- Inject liquid pigments into nail bottle

Texture
- Transparent liquid

Finish
- Matte stain
- Appears deliberately clumpy for visual impact

Claims
- 100% natural ingredients
- Long-lasting
ECO’VORE
SKIN CARE
PERSONAL CARE
HAIR CARE
AW 2019/20
Our ECO'VORE beauty line-up harnesses next-level innovation in “clean,” green, cosmetic technology, boasting ingredients that combine an eco-conscious outlook with high-impact performance. This is the range for clients who want products that are not only good for them, but also good for the Earth, and presented to them in playful and intriguing ways. Conveying an optimistic message of positively caring about all aspects of their lives, from what they eat to what they put on their skin, customers will further enjoy the sensorial textures, visible results, and carefully crafted, responsible packaging. Inspired by this highly conscientious and demanding client, our ECO'VORE range speaks to their globally-minded, engaged nature, and passion to explore all the magic and vibrancy the natural world has to offer.
Collection Overview

- Gloss It Over
  - High Shine Hair Treatment Gel

- Smooth Renewal
  - Hand & Nail Lotion-Gel

- Sleep It Off
  - Firming Body Soufflé PM

- Super Sun Serum Defender
  - SPF 30

- Power Balance Supplements

- Fresh Vitality
  - Fruit Serums For Skin
IN-COSMETICS GLOBAL 2019: THE FUTURE OF COLOR COSMETICS: EMERGING OPPORTUNITIES
• This ECO’VORE fragrance is constructed like a health bowl.
• Comparable to a fresh salad, where each bite offers a new surprise, this fragrance offers a different variation with each inhalation.
• Instead of a classical head, core, and base note, the different notes are perceived as ever-changing.

Concept Co-Created with Céline Ellena
FORECAST

ECO'VORE

PACKAGING

AW 2019/20

IN-COSMETICS GLOBAL 2019: THE FUTURE OF COLOR COSMETICS: EMERGING OPPORTUNITIES
In our ECO’VORE original packaging we explore how millennials are approaching eco-consciousness with joy and embracing the 80’s fitness movement. In THROWBACK THIRST QUENCHERS, retro sports water bottles inspire new, lighthearted container designs. Fresh fruits in CONVERSATIONAL CRAVINGS and NATURAL STAINS inform soft surface textures, patterns and shapes, further enhancing this playful direction.

1. Squeeze it - Lip Quencher
2. Push it - Perfume Pop
3. Pump it - Shampoo Workout

Packaging Designs by centdegrés
MASCULISM:
Colors, Story-telling, Textures,
Color Cosmetics, Skin Care, Fragrance, Packaging
MASCULISM
As with women and feminism, men are now asserting their right to be free from classical gender constraints.

RADICAL DANDYISM
Today's new dandies employ traditionally feminine 'seduction tools' such as skirts or make-up to express individuality.

SWAGG
A cool street attitude that takes codes from hip hop and rap culture. These young gents are meticulous about physical appearance and conscious of their charm.
Shades of blue may compete but they create a statement of individuality in our original GENTZ look. From sheer berry smudged across the lips to inky navy thrown along the shaved side of the head onto the temple, this is a bold expression of modern masculinity. An edgy element of street style is introduced via heavily twisted and textured dreadlocks that fall to one side, ensuring the overall aesthetic also has a tailored aspect.
Rich nuances of deep, dark blue shades channel the power, durability, and timelessness of denim. Matte and metallic aspects combine in individualized ways.
Top-To-Tone Color Blast

Concept:
Coloring spray for hair and skin

Format:
Graffiti spray can

Finish:
Matte

Claims:
- Instant intense coloring for skin and hair
- Gradual release system gives a thin layer of distribution
- Airbrushed application allows gradients effects to be achieved
- Washes off easily with water

Beauty Movement:
- Hybridification
Engineered for Men’s Skin

GENTZ products employ emerging technologies, micro processing techniques, and innovative delivery systems to create nourishing formulations. These products highlight rich ingredients such as shea and macadamia butters, but transform their normally heavy textures, so they’re light and user-friendly.

- Nutrient rich softening butters, such as shea, macadamia, and coconut.
- Cationic polymers to create products that result in soft, touchable hair.
- Soothing ingredients that reduce redness, inflammation and shaving irritation, such as allantoin, arnica, chamomile, green and black tea, lavender, and French verbena.
- Natural extracts that calm, soothe, and add luster to the skin.
- Glycerin, that smooths and softens skin while locking in moisture, and helps to clear acne.
- Panthenol, an anti-inflammatory that promotes tissue repair and cell proliferation, alongside attracting water to keep skin hydrated and supple.
- Beeswax, a natural, multi-purpose moisturizer and wax.
- Broad-spectrum minerals are especially important for SPF products.
- Timed release technology doses the ingredient benefits of products throughout the day.
THE CLOSEST SHAVE

Lifting & Nourishing Shave Cream

This ultra-rich, luxurious shave cream comes in a bottle with a brush attached, with the combination of the device and product acting to lift bristles up and away from the skin for a smooth, super-close shave. Natural extracts, essential oils, and butters within the formulation provide a unique cushion of protection against razor burn, irritation, and nicks, while leaving the skin smooth and hydrated.

The product’s bottle-and-brush applicator allows for an easily-controlled amount of product to be dispensed onto the brush’s tip. This makes for a convenient and thorough application, ensuring that the cream is targeted exactly where it’s needed, without getting the hands coated in product. Each stroke of the brush activates a thickening action in the cream, creating the conditions for a shave that’s second to none.

This product is ideal for the GENTZ consumer, who’s looking for simple-to-use products that chime with his busy lifestyle, but that don’t compromise on a luxury grooming experience.
What if we surrender to the indisputable power of flowers this season without picking any petals? Florals are a familiar, perennial theme with infinite possibilities, within which to create elegant perfumes. Crafted around unexpected wonderment. Never trite. We invite you to explore an extraordinary garden scentscape to compose, reinvent and challenge this classical olfactive family.

The GENTZ Olfactory story strives to create a sexy, floral scent for men. The goal is not to feminize male fragrance rather to open the possibilities of new olfactive horizons where classically feminine accords are dancing to a different Boy Beat. Instead of a typically masculine vertical approach, this fragrance reframes roundness from feminine codes so that the allover impression is loud and present, yet voluptuous. With this raw and frank floral story's base there are then a selection of pathways to choose from: reassuring Woods, feisty Spices or animalistic Vanilla.

Concept: Céline Ellena

Please note that the SS 2020 Olfactory concepts are deliberately open to allow for adaptation and creativity. The moods expressed can be evoked though different directions. Our ingredient choices are only propositions.
Polished, chrome surfaces and packaging with a mechanical, industrial aesthetic define the GENTZ product range. A striking look comes from design details such as functioning screw components and metal levers, while crystal elements bring a sense of luxury and cool glamour to this resolutely masculine product line.

1. Power Liner
2. Steel Shine Hair Wax
3. Clear Precision Eau de Toilette

Packaging Designs by OIB.CHINA
KEY TAKEAWAYS
KEY TAKEAWAYS

ECO’VORE

HAPPY ECO

BIO-MASSIFICATION

GREEN CONVENIENCE

POWERED BY NATURE

GENTz

EXPLORE NEW TERMINOLOGY

MAKE-UP BECOMES AN ACCESSORY

INCLUSIVE & EFFORTLESS

CLUBWEAR

IN-COSMETICS GLOBAL 2019: THE FUTURE OF COLOR COSMETICS: EMERGING OPPORTUNITIES
THANK YOU!

For more information concerning access to our services, please contact us.

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