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Beauty Ethics

What Clean Beauty Means To Consumers

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In-cosmetics Asia 2019
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Clean beauty has arrived in Asia

THE NINE NO-NOS

- Sulphates
- Silicones
- Parabens
- EDTA
- PEG
- Phthalates
- Chemical Sunscreen
- Gluten
- Animal-derived Ingredients

SAFER ALTERNATIVES

- Bio-surfactants
- Natural Emollients
- Gentle Preservatives
- Natural Chelating Agents
- Bio-stabilizers
- Bio-plastizers
- Mineral Sunscreen
- Gluten-free Compounds
- Vegan Ingredients

PAÑPURU

The 9 NO-NOS: Harmful ingredients you should know
WHAT CONSUMERS SAY ABOUT CLEAN BEAUTY
The consumer relationship with Clean Beauty

Green beauty, cruelty-free products and organic ingredients

Top topics for 'clean beauty' on social media (Instagram/Twitter)

Base: 897k mentions of Clean beauty on Instagram and Twitter, Nov 2017-18
Source: Infegy/Mintel
Thai consumers show definitive growing needs towards natural and organic

**INCREASED PRODUCT USAGE**

35% of Thai consumers are using more natural beauty products than 12 months ago

**RESEARCH FOR INFO**

30% research about natural and organic products before purchasing

**PAY MORE**

27% are willing to pay more for natural products

*Base: 2,000 internet users aged 18+
Source: Dynata/Mintel*
NO HARM TO HUMANS
Clean beauty ingredients are considered safe regardless of their origin

Drunk Elephant – clean skincare pioneer that uses both natural and synthetic nontoxic ingredients in formulas:
Dedicated to ensure that only safe and the “best” ingredients are used. Markets long list of what’s not in product formulas.

Drunk Elephant B-Hydra Intensive Hydration Serum

Source: Forbes
The first fragrance brand validated by the EWG

Henry Rose is breaking new ground as a celebrity fragrance brand (created by actress Michelle Pfeiffer) that conveys safety, transparency and sustainability.

The brand discloses a full ingredient list for each of its fragrances.
New clean way - farm to face

Tata Harper - Natural luxury skincare
- 100% natural and nontoxic & 100% vegetarian
- *Ingredients grown on farm & products are made on-site*

Lightweight oil rich in vitamin A from rosehip and the floral scent from ylang-ylang
Beauty brand's ethical campaign - Kahina Giving Beauty
Start with free-from claims in Retail

The safety concern on cosmetic ingredients will drive free-from claims.
US specialty clean beauty retailers (Credo Beauty, Follain, the detox market) have opened new locations.

Sephora showcases clean with its "Clean at Sephora" seal and focus on free-from claims.
ETHICAL TO ANIMALS
L'Oréal brings vegan hair colourants to market

New vegan, 100% plant-based hair dye brand called Botanea, with ingredients sourced from India.

Naturalness with a professional result

The Botanea range is made with plant ingredients sourced from India
According to the Korean Vegetarian Union, vegetarianism is growing exponentially, and these consumers can also be targeted with vegan beauty products, as many will share similar values.

SOUTH KOREA'S VEGETARIAN POPULATION IS

10 times larger than it was in 2008 (when it was 1.5 million)

The demand for vegan cosmetics will grow in Korea

Source: MT, FN Times
Vegan beauty from Japan

Brown Sugar 1ST
Vegan Cosmetic Line with Organic Extra Virgin Coconut Oil

Does not use animal ingredients or unnecessary synthetic ingredients for your skin.

Brown Sugar 1ST Oil Balm
Choose renewable bee ingredients over petroleum by-products

Bee ingredients (e.g., beeswax) offer environmentally healthier alternatives to petroleum by-products (e.g., mineral oil or petroleum jelly).

In addition to the renewable aspect of natural bee ingredients, increasing the number of bees can restore local ecosystems.
Value bees to promote a “save the world” message

Donates to a bee charity
Skinbuzz Bee.You.Tiful Moisturizer

Sponsors beehives
Nuxe Repairing Super Balm with Honey

Campaigns for bee protection
Burt’s Bees Liquid Lipstick
100% recycling within reach for all brands

Unilever’s sustainable beauty brand

- Products are vegan, cruelty-free, paraben- and sulfate-free, and enriched with organic coconut oil in place of silicones
- 100% recycled bottle
Sustainability builds up the "clean" message

L'Oréal

- Launched Seed Phytonutrients, a Sustainable Beauty Brand

- Sustainable packaging: shower-friendly paper bottles are made of 100% post-consumer recycled paper with post-consumer recycled plastic
Show your passion for cleaning up the environment

REN Clean Skincare has set out to be a zero-waste brand by 2021

- Uses ocean plastics to produce 100%-recyclable product bottles
- Focuses on cleaning up the oceans with global beach cleanups
Address packaging waste in Brazil

New Hope Ecotech launches the EURECICLO label to promote brands engaged with recycling. In Brazil, 61 BPC brands currently have this certification.
Upcycling ingredients from garbage for the cleanliness

Innisfree Jeju Beer Edition - usually thrown away brewers grain.

Upcircle beauty - ingredient from the used coffee grounds and brewed chai tea spices.
Use eco-friendly sheet masks

Amorepacific's clean beauty mask brand: Steady

- Biodegradable, 100% natural cellulose sheet
- Clean formula

Steady:D Fabric Mask Moisture Wear 5-Layered Cell
Evolving Clean beauty in your market
What ethical means to:

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