

Cosmetic Market Trends

SKIN CARE: Stem cells are the stars

Stem cells from plant extracts are the stars right now in anti-aging products. The trend started in the luxury skincare but quickly extended to mass-market.



Many leading cosmetic companies are now launching their products by using plant stem cell technology due to the rising demand for advanced skin care products in the market.

This technology is expected to help propel the cosmetics market forward over the coming years.

Citrustem™, from orange stem cells, is the proposal of Provital for this trend. **Citrustem™** works as the architect of the skin, as it reorganizes the inner structure for a younger appearance.

Find more information in:
http://www.provitalgroup.com/en/products_active/anti-aging/citrustem

HAIR CARE: Oils are hot

No longer confined to plastic twist-off tubes at drugstores, today's **hair oils** come with luxe packaging and are infused with a wide variety of oils from argan to camellia.

They are multifunctional and have a lightweight texture that makes them an alternative to heavier products. The top three claims used in this category are:

1. Botanical.
2. Damaged hair.
3. Moisturizing.

They have rapidly penetrated haircare markets around the world.

Find a three-phase super trendy formula in:

http://www.provitalgroup.com/es/trendy_formulations



PERSONAL CARE: In shower body lotions

They really appeared on the market on 2008, but in 2013 they have made an impressive comeback.

They moisturize the skin and are used under the shower after regular shower gel.

Nivea In-Shower Hydrating Body Lotion



COLOUR TREATMENT: The second generation, CC creams

And after BB creams, there come **CC creams**, lighter and higher broad spectrum SPFs, they are also do-it-all multitasking creams. They use many claims, mainly related to anti-aging and provide color, in fact, CC stands for "color correction".

Find a suggestion of CC cream formula in:
http://www.provitalgroup.com/es/trendy_formulations/



BODY CARE: Luminosity and glow

Shine bright like a diamond, like Rihanna's song is what is now hot in body care. Products not only provide the expected moisturization and other claims, but are increasingly offering **luminosity and glow** to illuminate the skin.

Victoria's Secret Radiance Collection Rich Glimmer Luminous Body Cream

