Top 3 Anti-Aging Beauty Trends (and how to top them!)
With the anti-aging skincare market projected to hit almost $300 billion by 2015, it’s no wonder manufacturers keep such a close eye out for trends hitting this lucrative marketplace. But don’t worry about missing the train, market research firm Mintel predicts that the anti-aging beauty market will continue to pick up speed, based on population growth of women aged 55+, who are the primary purchasers of anti-aging products.

Here we take a look at three trends blowing up in the anti-aging skin care segment and what you can do to make your products stand out.

1. Natural Lines
Although we’ve been seeing the greening of skin care products for some time, the market is still, well, green. This means that there’s lots of room for natural personal care lines to stake their claim. Many veteran companies are reformulating their lines to offer more natural versions or, in some cases, introducing natural lines. China is now showing interest in natural personal care and sales there grew by an impressive 24 percent in 2014.

Adding Bonicel to a natural product is a no brainer—Bonicel is GMO-free, gluten-free, not tested on animals and probiotic-derived. This effective anti-aging ingredient not only works, it instantly puts a healthy halo on any personal care product. Natural personal care consumers are often label readers-branded ingredients signal a proven and safe product to these savvy shoppers.

The Natural Care category in China grew by 24% in 2014

2. BB Creams
What’s not to like about these Swiss army knives of topical beauty care? BB Creams, or Beauty Balms, contain moisturizers, sunscreen, antioxidants, camouflage, and wrinkle reduction all in one tidy product.

According to an NPD market research firm report, about 8 in 10 beauty shoppers like products that offer multiple benefits, and that rises to just over 9 in 10

Meet Bonicel: the new beauty ingredient with 7 benefits

Probiotic-derived Bonicel improves skin hydration & elasticity and reduces redness, roughness, pore size, fine lines & wrinkles according to the 3rd party, placebo-controlled research.

What is Bonicel?
Bonicel is produced naturally during the fermentation process of GanedenBC30, Ganeden Biotech’s patented probiotic strain featured in more than 100 foods and beverages throughout the world. To obtain Bonicel, Ganeden utilizes proprietary processes to optimize the metabolic activity of the fermenting organism, producing maximum amounts of naturally derived metabolites.
for BB Cream purchasers. “The top five benefits expected from a BB Cream include: natural looking coverage (52%), moisturizes/hydrates skin (47%), nourishes/treats skin (42%), provides SPF sunscreen protection (42%), and improves skin texture (38%),” the report says.

To stand out in the competitive BB Cream space, add Bonicel and you’ve got a product that suddenly delivers 7 benefits and probiotic technology, giving it an edge over other BB Creams.

3. Drugstore Presence
Drugstores have certainly upped the ante on their personal care offerings in the anti-aging segment. What used to be minimal offerings from a few key players like Ponds and Oil of Olay is now at least one aisle dedicated to dozens of minor and major beauty brands. Some of these stores, like Target and Walgreens, have created more pleasant shopping experiences with innovative display sets and shelf talkers.

Drugstores built upon growing success in the beauty and personal care market by further tailoring their aisles to the needs and desires of today’s modern shoppers, says a report by market research firm Mintel.

Opportunity abounds here for more high-end anti-aging products. Condition specific SKUs like anti-aging eye creams and sticks, moisturizers, serums and additional treatments. The clincher for a standout product is ingredients. The addition of Bonicel to any of these products instantly adds cache and differentiates it even from higher end department store products.

Why Probiotic Technology in Topical Skin Care?
Today, 86 percent of consumers not only know what the word probiotic means, but also associate it with good health. As awareness of these good bacteria grows, so do sales. Last year consumers spent over $20 billion on probiotic supplements, foods and beverages enriched with the friendly bacteria. As probiotics hop aisles at the grocery store, from the dairy case to the supplement section to center aisle, personal care is poised for the next infiltration.

The Science
Bonicel is backed with clinical data including two double blind, placebo-controlled studies that found dramatic results in reducing signs of aging in female subjects ages 35 to 60. In one study of subjects at 4 weeks, Bonicel decreased fine lines and wrinkles in 63 percent, increased skin hydration by 19 percent and increased skin elasticity by 5 percent of respondents.

In addition to results measured clinically by Cutometer and silicone replica, subjects’ self-reports found that 75 percent reported, “The dark circles under my eyes are less visible”. 75 percent of the treatment group also reported, “The skin around my eyes feels more moisturized.”

Formulation Friendly
Unlike most probiotic ingredients included in topical formulations, Bonicel is easy to include in formulations. Bonicel can be used in lotions, creams, gels, powders, scrubs, masks and cleansers.

Let Bonicel help you launch effective, safe and successful anti-aging facial care products. To learn more and receive a sample email info@bonicelforbeauty.com or call 866-777-0825.