

# Health, hygiene and the fragrance industry

Beating the odds, the COVID-19 pandemic has not relegated fragrances to an accessory product. On the contrary, the demand for personal and home care products has increased supported by online sales, social media and cocooning at home. Sadly, there has been a decrease in fine fragrance sales, yet this is as a result of the closure of retail outlets and perfume shops coupled with the lack of new launches. **Marie-Eugenie Bouge**, director of creation and communication at Payan Bertrand, explores these trends and new developments in fragrance ingredients.

**CONSUMERS' PREOCCUPATION ABOUT** cosmetics products has changed. Now, they are not only looking for natural, organic and paraben-free products, but also healthy and safe products with transparency of ingredients, real efficiency and consideration for environmental protection. Lastly, they want customisation or personalised products according to their profile.

In a Euromonitor July 2020 report, the global analyst firm states that consumers give priority to security, transparency and ethical sourcing. At Payan Bertrand, we have noticed a rise in customer briefs combining a real drive for naturality in perfume formulations with the claim of ethical sourcing of natural raw materials. As a specialist in natural ingredients, for many years we have been involved in ethical raw materials sourcing and takes cognisance of the social and

environmental issues of its actions. In Southern Africa, Payan Bertrand is represented by Natchem.

## MINIMALIST BEAUTY TREND

Consumer interest in purely natural beauty is decreasing and moving towards conscious beauty. They are becoming aware of the link between the preservation of nature, its benefits and the health of the skin.

This inclination is reinforced by the 'skip care' trend, which is increasing through minimalist beauty. It consists of using fewer products and focuses on saving time, reducing daily exposure to chemicals and reducing unnecessary purchases, thus having a reduced impact on the environment.

More young people are adopting a minimalist style,



rejecting unnecessary waste and preferring to concentrate their purchases on essential products. In this way, cosmetics are committed to sustainable development.

## A NEW KIND OF HIGHLY COURTED CONSUMER

The prescriber has changed for Generation Z and Millennials. The new generation is in favour of influencer content and web-based apps that advise them on product content. One example is the Yuka app. Using a mobile smartphone, the app scans food and personal care products to decipher their ingredients and evaluate their impact on the consumer's health, helping them to make clear-sighted purchase decisions.

Brands have also developed smart digital strategies with technological and scientific innovations suitable for the social media and digital markets. Webtoons on beauty, augmented reality in retail shops and the digital press have attracted the attention of bloggers and journalists.

Young consumers are more sensitive to new trends seen on digital platforms. The demand for innovative and personalised products to suit their lifestyle and skin type and that reflects their personality is increasing.

Digitalisation, serenity and sustainability trends born and popularised by independent beauty







An organic olibanum tear, which is a gum resin obtained from trees. This aromatic resin is used as a fragrance ingredient in perfumery creations

'next normal' and they are the drivers behind the attraction for clean products.

To avoid distrust, brands should educate consumers about the benefits and stability of synthetic ingredients, while providing evidence and certifications or seals of approval, which denote product safety.

brands continue to be important in a year full of uncertainty. These trends have subsequently aroused the interest of beauty giants.

#### A NEW BEAUTY STANDARD

Clean beauty is set to become a new standard in beauty. The pandemic has accelerated the demand for 'clean' products and can indeed give the concept a clearer and more credible approach.

Efficacy, safety and durability are becoming key purchase influencers for consumers in the

In the immediate future, health and hygiene will be top of mind, so consumers will demand transparency and scientific evidence to back claims.

Although safety and naturalness do not necessarily go hand in hand, we are witnessing a strengthening in the demand from brands for products with a high percentage of naturalness, coupled with strict regulatory requirements in line with the trend towards clean and safe products, without giving into the consumer's desire for

#### GLOBAL CONSUMER INSIGHTS

- In the US, 52% of adults who go online to learn about beauty want to see more information about beauty ingredients.
- In China, 81% of clean beauty buyers agree that clean beauty brands pay more attention to environmental protection.

(Mintel Source, Base: US: 1 893 internet users aged 18+ who use hair care products)

nature, but working on the trust capital of brands. This is seen in the increased need for innovative plant extracts and natural but ethical and non-irritating formulas that are coupled with safety by eliminating controversial substances such as sulphates, parabens, silicones etc.

The COVID-19 pandemic has shifted the focus from appearance to care, as consumers re-evaluated their needs and in the next two years, we expect health to continue to be high on the priority list. ■

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