

NOW//NEXT

The Beauty Edit

huxly



Issue no. 8

INNOVATIONS AND TRENDS IN BEAUTY

This month we focus on what is changing and evolving in the world of beauty.

By 2025 the global beauty market is predicted by Forbes.com to reach the \$800 Billion mark.

Brands seeking to win in this vast market need to understand that this is a time of unprecedented change in consumer attitudes, as we start to redefine beauty and the role we want it to play in our lives.

In this issue we cover three fundamental trends: how being more inclusive is opening brands up to more shoppers, the consumer backlash against unachievable perfection and how being locked down is affecting the way we want to look.

So pop on a different type of face mask and enjoy our round up of the most interesting innovation in the beauty space this year.

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1. An Introduction to Huxly
2. The 3 big beauty trends
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MEET HUXLY

Established in April 2018, Huxly is a brand, innovation and communications development agency.

We are a unique team of strategists, designers and sensory scientists who use radical new approaches to build stronger, more successful brands. Being part of the MMR Group gives us a global network of researchers and strategists, powerful digital tools and an unrivaled data science capability. This allows us to understand strategic and cultural situations globally and develop inspiring creative solutions.

We believe that people are complex, but great brands are simple. For marketing to succeed we need to understand our customers' motivations and their emotional, functional, social and sensorial relationships with our products. This already difficult task takes place in a fast-changing world, as new trends and commercial alliances transform the landscape in which we work.

What we do

BRAND POSITIONING

Understanding the needs and ambitions of your consumer, their sensory experience of your products and your brand's role in society to create a compelling, consistent experience

INNOVATION

Mapping out new areas for your brand to expand into, generating stretching ideas and building those into stronger and more meaningful innovations that consumers will love

COMMUNICATIONS DEVELOPMENT

Understanding consumer responses to early stage advertizing ideas and refining them to create more compelling, relevant and credible copy

USER EXPERIENCE

Understanding the role of your digital services in the life of your consumer, and fine tuning your propositions and user experience to maximize sales

Get in touch joe@huxlyglobal.com

STRATEGY TOOLS TO HELP YOU UNDERSTAND CONSUMER NEEDS

Covid-19 has accelerated the pace of change within beauty. At Huxly we use a wide range of qualitative and quantitative tools to understand consumer needs and build brands and innovation.

Here are three tools we're using a lot right now to map the world of our consumer:

HIVE//MIND is a machine learning powered qual approach. It uses an ultra simple WhatsApp style question format, with a three step process:

- We ask a group of consumers a simple question to understand their motivations.
- The machine learning algorithm compares answers and groups them, using further input from our consumers, and learns the size of the different motivations.
- We are then able to understand both consumers' qualitative language and get a quantitative sizing of the different needs.

This can deliver clear direction on consumer needs within a few days, even on a tight budget.

TREND//TRIBE helps you understand the version of the future your consumer most wants to experience.

We start by using desk research and a creative workshop to create a range of up to 40 future statements, exploring different scenarios for the future of your brand.

We then evaluate these with 500 consumers, covering a number of themes. These might be statements like 'in the future my income will be less secure' or 'in the future, all my shopping will be online'

Consumers then rank the statements using a best/worst scaling approach. This allows us to understand which visions of the future feel most relevant and credible to consumers.

MINDSETS - understanding consumption occasions in real time using cell phone data collection.

Mindsets uses in-the-moment data collection to understand the needs driving consumer behavior. They are captured using a short cell phone questionnaire, shared with consumers at the moment they use your products.

This approach allows us to understand granular detail on thousands of consumption occasions, combining situational, emotional and functional factors.

This data allows us to build a growth strategy for your brands, identifying new territories for expansion.



Image source: exabeauty.com

Inclusivity

How new beauty brands are championing
belonging

1

EXA Cosmetics

Inclusivity

What is it?

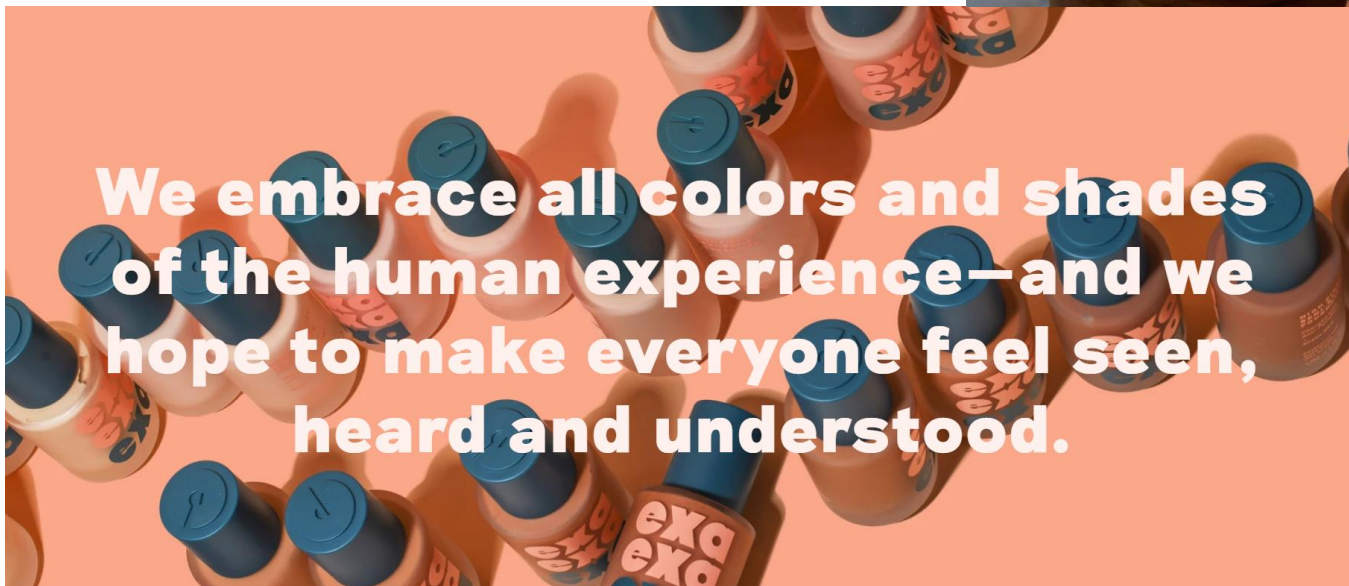
Ultra inclusive beauty brand EXA seeks to create a world in which every person feels valued.

The brand website states:

“Our name comes from the decimal unit prefix 10^{18} (1,000,000,000,000,000,000) because our range is big, our impact is bigger and our inclusivity is Exa.”



Why try to fit in—when you were born to stand out?



We embrace all colors and shades of the human experience—and we hope to make everyone feel seen, heard and understood.

Why does it matter?

This brand combines a primary message of exclusivity with a raft of sustainable business practices, such as clean formulations, reflecting the Gen Z expectation that brands run a tight ship across the board.

“Clean and non-toxic beauty brands have been trailblazers in their efforts to advocate for a new ethical baseline in the beauty industry.”

[harpersbazaar.com](https://www.harpersbazaar.com)

Image source : [exabeauty.com](https://www.exabeauty.com)

2

Kohl Kreatives

Inclusivity

What is it?

Meet Kohl Kreatives: A range of luxurious and effective make up application tools created for people with motor disabilities.

Founder Trishna Daswaney explains:

“Most products on the market [created for those with disabilities] are medical or life aids that don’t look enticing, but for me, make-up is essential for everyday life”

Why does it matter?

Kohl Kreatives has won favor from both consumers with motor disabilities, and those who admire their kindness, purpose and high-quality products.

The authenticity of this brand’s story is compelling, reflecting the founder's personal experience and mission in a way that changes lives with the swish of a brush.

Source: [vogue.co.uk](https://www.vogue.co.uk) and [kohlkreatives.com](https://www.kohlkreatives.com)



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Fenty: The Inclusivity Trailblazer

Inclusivity

What is it?

Launched in 2017 by Rihanna, Fenty Beauty was the first brand to launch over 40 shades of foundation in its opening range.

“Lauded for its inclusivity-first approach, the brand prioritized using imagery of people not usually spotlighted in beauty campaigns.” - Keeran Mida

Why does it matter?

In recognizing that shade matching was a genuine consumer tension that needed resolving, Fenty grew the market for cosmetics by making it accessible to women of all skin tones.

Three years on, sales have soared reaching an estimated \$570 million in revenue in 2019 - Forbes.com

Sources: [forbes.com](https://www.forbes.com) and [stylist.co.uk](https://www.stylist.co.uk)

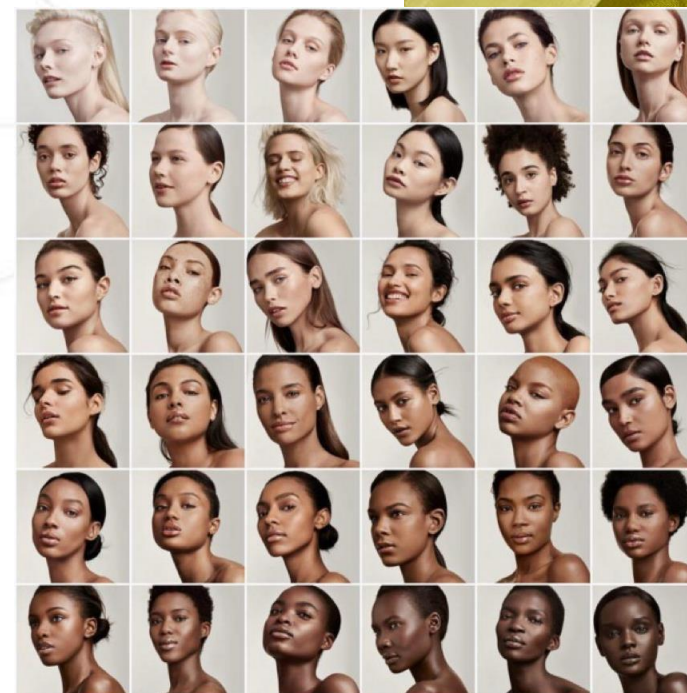
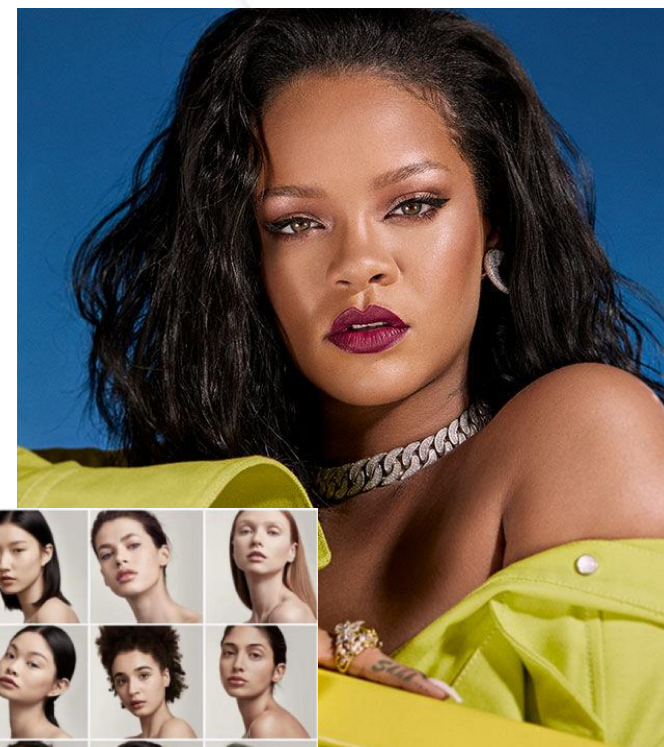


Image source: [fentybeauty.com](https://www.fentybeauty.com)

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Genderless Beauty Brands

What is it?

This year Vogue magazine asked:

“As traditional gender norms are increasingly questioned, is there still a need for gender-specific skincare, or is the future neutral?”

Citing gender agnostic newbies from K-Beauty’s Panacea to super mainstream American Eagle’s new in-house wellness and skincare line, “Mood”, Vogue showcased an array of brands doing away with a gendered approach.

Why does it matter?

In an age of growing equality, gender price gaps are likely to be scrutinized across all industries.

In 2015, a New York City Department of Consumer Affairs study revealed personal-care products marketed to women will cost up to 13% more than similar products targeted at men.

Source: vogue.co.uk



Image source: huffingtonpost.co.uk



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Luxury made accessible

Inclusivity

What is it?

Beauty Club brand “Beauty Pie” makes high end cosmetics and skincare affordable to members who pay incredibly low prices for products in return for a monthly subscription.

Founder Marcia Kilgore, who also founded Bliss, Soap and Glory and Fit Flop told Forbes.com

“I wanted to build a company that was completely transparent to the customer.”

Beauty Pie has what Marketing Week describes as a ‘transparent pricing model’.

“The brand buys direct from labs, meaning members pay for the product, packaging, new product development, safety testing and warehousing, but not the added marketing costs or retailer mark-ups.”

Source: [forbes.com](https://www.forbes.com) and [marketingweek.com](https://www.marketingweek.com)



★★★★★ (383)

SUPER RETINOL ANTI-AGING HAND TREATMENT

BACK IN STOCK

TYPICAL PRICE £40
YOU PAY JUST £7.90



Image source: [beautypie.com](https://www.beautypie.com)

Why does it matter?

A game changer, this brand is not just about making the high end accessible, it also takes an ethical stand on the high prices of beauty products relative to their cost of goods.

Expect to see affordable luxury sales accelerate as we move into tighter times.

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War Paint for men

Inclusivity

What is it?

Men's make up brand War Paint was created based on founder Danny Gray's experience using his sister's make up as a teenager, after being bullied for having acne.

Since the line's successful launch in the UK in 2018, War Paint has built a diverse customer base and has targeted international markets in 2020.

Harper's Bazaar reports that beauty products designed specifically for men are “*on the up*” reporting:

“The global men's personal care market will reach \$166 billion by 2022.”

Harper's believes that the shift is down to an evolving consumer idea of what it means to be “*masculine*” in today's world.



Image source: [her.ie](https://www.her.ie)

Why does it matter?

There is still a vast gap between the amount women spend on personal care versus men, making the male market an engaging opportunity for brands who find the right combination of benefits and tone of voice.



Source: [harpersbazaar.com](https://www.harpersbazaar.com)



Celebrating Realness

Embracing a **natural** appearance

7

Freckle pens

Realness

What is it?

Freckle pens allow consumers to create a natural sun-kissed appearance without the risk of skin damage.

Brands like Freck Beauty, Colourpop and Pseudolabs all sell products that make it easy to replicate the popular Instagram look.

“The makeup industry is moving beyond traditional beauty ideals that call for perfect, clear skin and is embracing individualistic features.” Jana Pijak for Trendhunter.com

Why does it matter?

This is a significant shift following years of focus on flawless skin and filters.

Even the brand’s founder could not entirely conceal her surprise:

“I never in a million years thought it would turn into this—especially launching during a time when people were lasering their freckles off and wearing full coverage foundation.” Remi, Founder

Source: [forbes.com](https://www.forbes.com)



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Image source: [prettylittlething.com](https://www.prettylittlething.com)

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Laminated brows

Realness

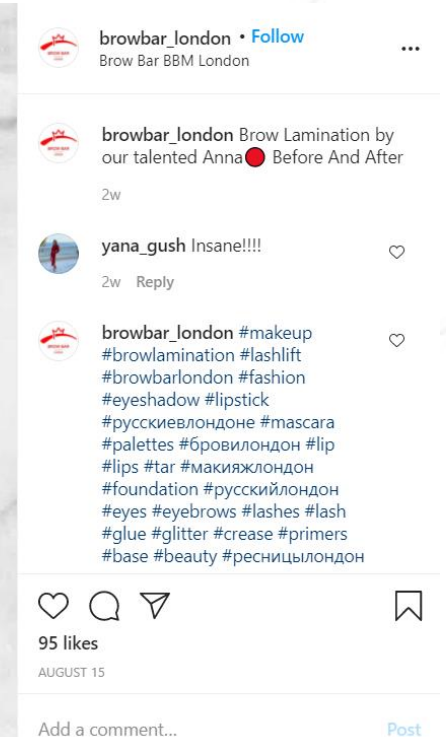
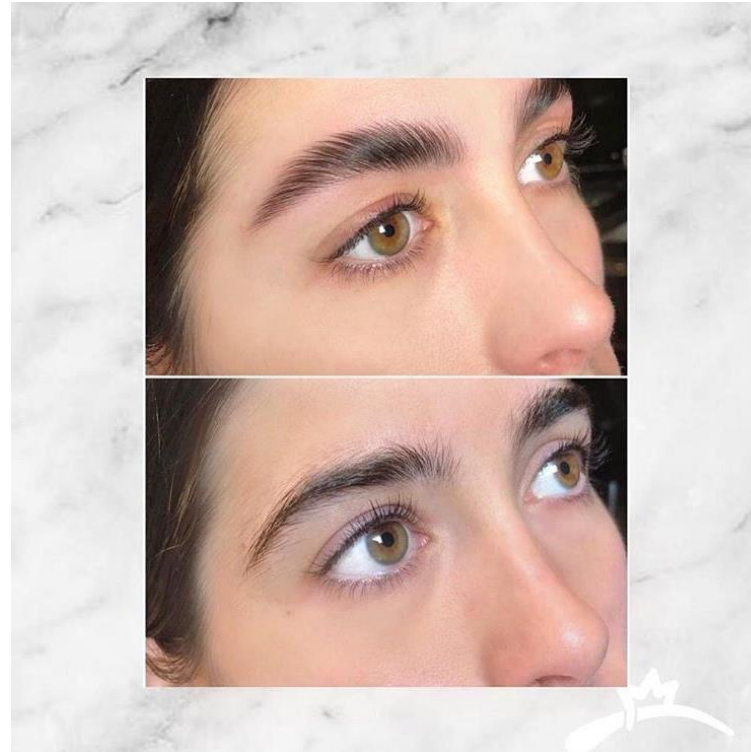
What is it?

Consumers are growing thicker, bushier more natural brows, and “laminating” them to give a heavily styled effect.

This more natural look is a backlash to the highly sculpted brows of the last decade.

Vogue explains:

“Lamination involves two different treatment solutions. The first is brushed through the eyebrow hairs and left on for 20 minutes, to make them softer and more malleable. Next, the brows are brushed into the desired position and a “laminating” solution is applied, to keep the strands in place.”



Why it matters?

Salon services were among the last to return following lockdown and the most highly anticipated by consumers.

With the future uncertain, expect to see a rise in the number of brands such as HIGHBROW providing home use products to replace services normally reserved for aestheticians.

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My Beauty Brand

Realness

What is it?

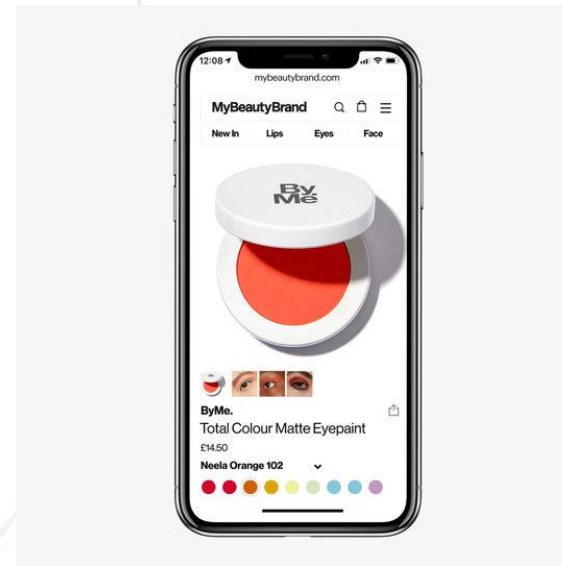
A digital platform whereby customers – not influencers – sell beauty products via peer-to-peer recommendation, has just launched with the hope of encouraging companies to stop paying influencers to promote beauty products.

Why does it matter?

The brand manifesto perfectly expresses an interesting consumer shift in sentiment:

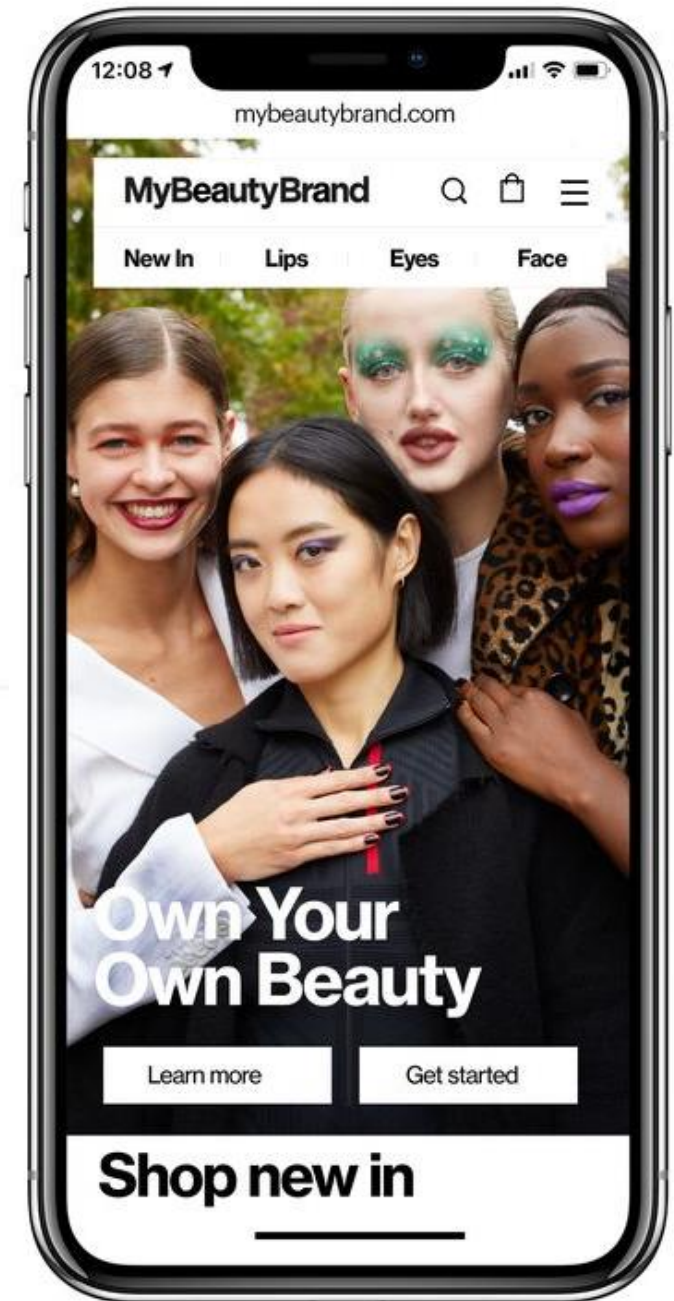
“I’m sick of the braggers, the blaggers and the hashtaggers. Sick of the takers and the ‘no-filter’ fakers. I’m sick of the fads. I’m sick of the ads and the wouldn’t be famous if it wasn’t for your dads. Sick of Snapchat and apps for this and that. Sick of the G’s and the look at me’s and the check how sexy I can be’s. Sick of the scammers and the fake tanners and the ‘No makeup, makeup’ Instagrammers. Sick of the endless scroll and the friendless troll. Sick of the hype. Sick of the likes. Sick of sponsored content and the constant nonsense. Sick of the feed. Sick of the greed. Sick of the game. Sick of the same.”

Source: [harpersbazaar.com](https://www.harpersbazaar.com) and [lsnglobal.com](https://www.lsnglobal.com)



mybeautybrand

**Be an
inspiration
not an
influencer.**



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What is it?

Selena Gomez's new brand Rare Beauty is described as breaking down the unrealistic standards of beauty:

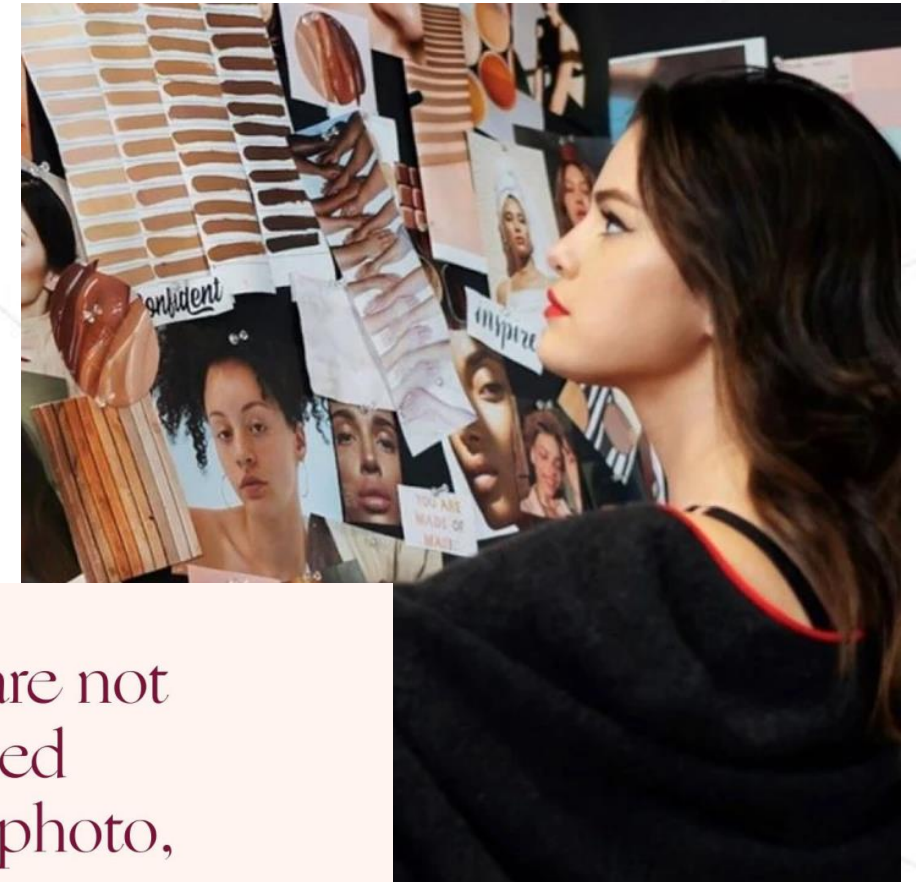
"This is makeup made to feel good in, without hiding what makes you unique—because Rare Beauty is not about being someone else, but being who you are" Selena Gomez

Why does it matter?

Increasingly we choose our brands based on the values they share with us. Selena Gomez is an outspoken advocate for mental health charities, a cause close to the heart of younger consumers.

Allure reports that Rare Beauty has established the [Rare Impact Fund](#), which has pledged to raise \$100 million for mental health services for individuals in underserved communities.

Source: [allure.com](https://www.allure.com) and [Instagram.com](https://www.instagram.com)



You are not
defined
by a photo,
a like, or
a comment.

SELENA GOMEZ

Rare Beauty

Image source: [elle.com](https://www.elle.com)



Pandemic Cosmetics

Brands that meet the additional needs of consumers in a **world prioritizing hygiene**

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L'Oréal x Eva Longoria

Pandemic-proof

With hair salons closed for months, Eva Longoria and L'Oréal Paris showed consumers how easy it is to colour your hair at home using a refreshingly down to earth TV Ad that Longoria shot herself at home.

AdAge.com explains:

"The ad was filmed by Longoria using two smartphones in her own L.A. home to comply with social distancing. Agency McCann Paris provided her with remote direction via Microsoft Teams."



Source: [adage.com](https://www.adage.com)



Source: [youtube.com](https://www.youtube.com)

Why does it matter?

This ad was candid and relatable, cutting through the sameness of other pandemic advertizing.

It also allowed the brand to boost the sensory cues, communicating a raft of additional product information and benefits that would not be possible in a standard 30 second TVC

What is it?

As we become more cautious about touch outside of the home, beauty brands are creating ways for consumers to try products without putting their fingers into the jar.

Meiyume has created battery-powered, motion-activated touchless sampling testers, which allow consumers to test products without touching the bottle.

“With hygiene being top of mind, touchless beauty has become increasingly important.” - VP of Packaging, Meiyume

Why does it matter?

Meiyume has been quick to respond to the hygiene challenges of the pandemic, turning an existing product into a well targeted opportunity.

With big brand counters currently tester free, shopping for beauty products has lost theatre, color and sensory cues.

Big brands need to focus on new ways to get samples into the hands of consumers, via new channels, AR or hygienic testers.

Image source: [trendhunter.com](https://www.trendhunter.com)



What is it?

This in-store augmented reality mirror manufactured by Amorepacific gives consumers the ability to virtually try on makeup, effectively reducing contact time and solving the problem of needing to offer in-store sampling and try-on experiences.

Why it matters?

What's really interesting about this particular product is that it can spot features on the face, such as lines and acne and make further product recommendations – a great opportunity to upsell a serum or moisturizer to someone who only intended to buy lipstick.



Image source: [trendhunter.com](https://www.trendhunter.com)

What is it?

HBO's break out TV show Euphoria is influencing younger consumers to make bold, fantastical and colourful choices for eye make up, previously only seen on the runways.

Allure.com explains:

"There's subliminal emotional messages always in all the makeup," the show's head makeup artist, Doniella Davy, tells me over the phone. Star-shaped liner, washes of glitter and shocking lipstick are more than just fun to look at. They signal emotions and character development."



Source: [harpersbazaar.com](https://www.harpersbazaar.com)



Source: [allure.com](https://www.allure.com)

Why does it matter?

As masks become de rigeur in the outside world, eyes will receive more focus. The BBC reports that eye makeup has been taking a larger proportion of prestige cosmetics sales during and after lockdown, based on research shared by industry analysts NPD. Expect to see the focus shift to lids, brows and lashes as the main feature of the "outside" look.

Sanitizing moisturisers

What is it?

Recherché has launched the world's first sanitizing hand cream.



**World's 1st Anti-Viral
Sanitizing Hand Cream**

Source : rechercheskincare.com



World's 1st Sanitizing Hand Cream

Anti-viral and anti-bacterial • Restores and repairs damaged hands • Alcohol free

Source: trendhunter.com

Why does it matter?

A change in our behavior around hand washing and sanitizing will create a new consumer tension to resolve: dry skin.

There may also be interest in make up and moisturizers for the face that kill germs and enhance protection against the outside world.

Expect to see moisturizing/sanitizing hybrids, hand treatments and moisturizers move front and centre in body care.

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L'Oréal helps those affected

What is it?

L'Oréal has announced a multi-million environmental and social protection program that aims to support vulnerable women and ecosystem preservation – priority areas as the world reels from coronavirus (COVID-19), it says.



Why it matters?

The Harvard Business review reports that Millennial and Gen Z consumers expect companies to establish and advance clear stances on social issues.

“76% of respondents said they have purchased, or would consider purchasing, from a company to show support for the issues the company supports, and 67% had stopped purchasing, or would consider doing so, if a company stood for something that didn’t align with their values.”





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