



Cosmetics & Personal Care  
Innovation and Solutions



## **INNOVATIONS FOCUS ON HEALTHY SKIN AND BODY PRODUCTS FOR MEN**

The men's market for grooming and personal care product continues to hold promise for growth and innovation, particularly in the areas of skin care health, as well as hair care. This market has undergone a number of growth tiers, based primarily on the metrosexual trend, now passé, and new approaches to overall well-being, health, innovative ingredient formulas and convenient packaging.

According to Euromonitor International, men are proving once again to be willing to open their wallets for razors, deodorants, bath and shower products, and value-added shave and skin care products. In 2010 global retail value of men's grooming products was placed at \$29 billion; with global men's shaving estimated at \$15 billion; and men's toiletries valued at \$14 billion. In the US, men's grooming was valued at \$5 billion, with men's shaving and toiletries, at \$2.4 and \$2.5 billion, respectively.

A number of stand-out launches in 2010, including Dove's Men + Care line, as well as Procter & Gamble's Gillette ProGlide razor and accompanying ProSeries skin care range, added to the overall growth. In addition, Unilever's Axe supplemented its growing men's hair care offerings with the Music line, followed by Zen, and Downpour; and men's bath and shower products propelled the rest of the category's growth. It was also a memorable year for Old Spice, which spurred sales with its "Smell Like a Man, Man," body wash campaign.

That said men's grooming is expected to grow steadily, albeit with category segments expected to be divergent. Men's shaving and deodorants are very mature, which makes them more resistant to fashion trends and fads, however, according to Euromonitor, high penetration rates make organic growth more difficult. Growth in this category will be largely determined by innovation, marketing, and acquisitions. Other segments, however, are growing dynamically, particularly men's bath and shower, and men's skin care, which are forecast to grow by more than 30%, according to Euromonitor. In addition, these segments are considered nascent, says Euromonitor, compared to razors and deodorants, which provides an upside for potential growth of organic male-specific products. This, combined with a growing emphasis on education regarding the benefits of men's grooming products, as well as gender-focused retailing, hold future promise for growth.

Specific male-only products retailed in men's grooming sections of pharmacies and supermarkets, carry increasingly diverse selections for men, often in darker, more masculine colors, or with male-friendly amenities to attract men into these areas. According to Euromonitor, given the underdeveloped nature of some of the men's grooming category's segments, the potential for merger and acquisition activity is high, especially in the premium men's grooming segment. Overall, the latest product launches reveal the marketing emphasis on education and health, that may well be key to the future of distinctive men's grooming products.

## Face Lube® of Germany



Face Lube® of Germany has introduced a three-step system which is said to "get your skin on the fast track," with a performance regimen that includes a Cleanser, Treatment and Protectant, designed for men. It is touted as a simple regimen that targets men's skincare needs. FaceLube® Anti-Aging Cleaner contains concentrated natural organic plant-derived ingredients, to offer gentle cleaning of surface oils and impurities, and help restore moisture to the skin. The product retails for \$25, and is claimed to break up embedded grime, while it soothes, tightens, and conditions the skin.

Step Two is FaceLube® Treatment, which loosens dirt and contains a hi-potency Super Luxe Caviar Complex, plus Natural Bio-Peptides, to activate cell metabolism and help repair damage from environmental assaults and stress, for revitalization and firming the skin. It retails for \$105. It is claimed to work by restoring elasticity to the skin with penetrating nutrients said to feature anti-aging, anti-wrinkle action.

Step Three is FaceLube® Protectant, with an anti-aging technology to minimize wrinkles, protect collagen and elastin fibers, and strengthen skin structure, the product is moisture enriched, non-oily, and works in conjunction with the Treatment. It is claimed to strengthen the skin's inner structure and seal in moisture. It retails for \$115, and contains a blend of Matrixyl 3000®, for collagen production, Cylindrica Root extract, a natural moisturizer to promote healing, caffeine, to firm and detoxify, and allantoin, to soften and condition the skin. FaceLube® also offers a natural Anti-Aging Sunscreen with broad-spectrum protection.

[www.facelube.com](http://www.facelube.com)

*Fig. 12: Face Lube® Motor Oil Bottle Kit includes a Cleanser, Treatment & Protectant*