



Get ***INSPIRED*** by
TRENDS !



June 26th, 2014 - Shanghai



Introduction

- INFORMATION ET INSPIRATION, created in 2003, is a unique cosmetic trend consulting agency based in France & specialized in Asian markets
 - Monitor markets
 - Collect new products in situ
 - Spots key trends and emerging ones
 - Provide consumer understanding
 - Support new product/ concepts development
 - Hold creativity meetings
 - Offer guided tours
 - ...



Florence BERNARDIN

01 47 24 75 70

www.info-inspiration.com

f.bernardin@info-inspiration.com

Introduction

■ How do we work ?

The results of our analyses and presentations we can provide you, come from:

- Qualitative market studies from products, retailers, ad campaigns, websites...
- Daily follow-up of press, blogs...
- A unique international team and locally on markets
- A real product knowledge from consumer' s point of view
- An eye on all new concepts & approaches
- ...





Introduction



Get inspired by worldwide global trends

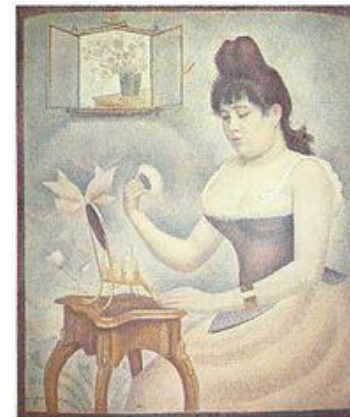


Introduction

- Beauty is all about ancestral techniques from far away ... mainly about skin tone, lip tone and hair



ボレー文化研究所 所蔵



Introduction

- Beauty ideals diversification from Mid 20's
 - Suntan skin = rich, healthy in Europe
 - Ideal white skin remained ideal + social pressure for makeup in Asia



Coco Chanel

Introduction

- Asian beauty ideal without forgetting that each country features has it's sense of ideal beauty enhancing many subtle differences from face shape to skin tone



FAN BING BING CHINA



MISS JAPAN 2013 YUKIMI MATSUO



MISS KOREA 2013 YOO YE-BIN





Introduction

- Beauty ideals diversification from Mid 20's
- Ideal white skin remained ideal young beautiful skin





Introduction

- Different ideal images of beauty



Introduction

- Different ideal images of beauty



CLINIQUE



What are we going to look at ?

- Some major trends such as:

- Lack of time
- Quest for well-being
- Positive aging
- New minimalism
- Optimism & generosity
- ...



Allure – Korea

No time

- Quicker, faster, longer ...
 - Personal Digital Assistants (PDAs), computers, email, cell phones and pagers all compete for attention.
 - Work mentality takes priority over personal responsibilities
 - Longer commuting time
 - Golden night time
 - Time saving
 - Shorter beauty routine
 - New efficacy
 - ...



No time

- From Shinagara cosme to Mist addict , mobile cosmetics
- Skincare everywhere, any where, easy to use



KOSE, COME DECORTE
VITA DE REVE HERBAL VITALIZING
LOTION MIST
 50g , 1680 yens



MINI FACIAL STEAMER with
 mobile phone style
 Convenient, anytime and
 anywhere, easy use:



KANEBO, EVITA
FIRSTAGE BEAUTY CARE MIST
 130g , 1680 Yens

No time

- But all night !
- Sleeping pack, mask and cosmetics Japan, Korea, China
- Sliming Night in Europe



AMORE PACIFIC
LANEIGE
WATER SLEEPING PACK EX
80ml, 30000KRW



ELANCYL
CELLU SLIM NUIT
250ml 31,90 E



Quest for well being & harmony

- Balance, recover, feel ...
 - Slow down - Locavore
 - Different way of life
 - DIY , cooking classes ...
 - Health holistic approach
 - Traditional Medicines
 - Natural & emotional
 - Green conscious ...
 - Pollution concerns
 - Safe & secure



Quest for well being & harmony

- Delicious Skin care , holistic care, importance of fragrances ...



RMK DELICIOUS SKINCARE



KOSE BIZENIST



MAMONDE FIRST ENERGY SERUM



Quest for well being & harmony

- Detox and fresh ingredients from body treatment to skincare, raw food boom



DETOX DELIGHT
FROM GERMANY
60€ PER DAY



YES TO... CARROTS (MOISTURIZING), TOMATOES
(BALANCING), CUCUMBER,(SENSITIVE) BLUEBERRIES
(ANTI-AGING)
FROM 9€ TO 25€
FROM US



Positive and active aging

- Earlier, longer, better, safer ...
 - Aging is an accomplishment, a gain of wisdom, of stable life and of mental beauty
 - Balance between physical and mental attributes
 - Early aging syndromes
 - In/out
 - Whitening /glycation
 - Services
 - ...



Positive and active aging

- Beauty and aging = the new web sites for 50 +



http://www.shiseido.co.jp/kirameki_aging
<http://www.sofina.co.jp/50/>



Positive and active aging



ANTI-AGING IN YOUR TWENTIES: TOO MUCH TOO SOON?



—— 初老症狀你中了几条? ——

- 0条 : 肌齡 < 18
- 1-2条 : 肌齡 < 25
- 3-5条 : 肌齡 > 25
- 5-10条 : 肌齡 > 30

Early symptoms of old



INITIALLY OLD SYNDROME (初老症)



New minimalism

- Simple living to improve quality of life, cf: Buddhism and Hinduism
- « 5 S » management
- New frugality
 - Small is more than beautiful
 - Mini Maxi
 - Authenticity
 - ...



New minimalism

- Small is beautiful, Small is affordable, Small is attractive, Small is useful, Small is safer



Muji Bath Salts (Japan) – Shampoo sachet (India) – Etude House Hand Cream Set (Korea) – Shiseido Cle de Peau La crème (25g) (Japan) – Shiseido D program Trial Kit for sensitive skin

New minimalism

- Minus for maxi

COSMETIQUE
STERILE
0% PARABEN
CONSERVATEUR

Laboratoires dermatologiques
Avène
PARIS



Optimism and generosity

- Little happiness
- Gifting & more
- Charity oriented
 - Fantastic textures
 - Play with products
 - Gifting and more
 - Experience and share
 - ...



Optimism and generosity

- Textures remain the best way to enhance emotional and functional innovation to the consumer : jelly, colored, transparent, versatile... it's all about new discoveries in the jar and on skin



BRTC
VITALIZER WHITE GEL
 60ml, 38000 KRW
 (2013 Brand new, brand best seller)



ALBION, EXAGE
MIRRORED SKIN
 110g, 4200 yens



BELIF
AQUA GEL OIL
 50ml, 50,000KRW



KAO, EST
WHITENING EFFECT MICRO
MOUSSE (QD)
 90g, 17325 yens / Refill 11550 yens



Optimism and generosity

- Textures remain the best way to enhance emotional and functional innovation to the consumer : jelly, colored, transparent, versatile... it's all about new discoveries in the jar and on skin



GARNIER CREME BIENFAISANTE
50ML – 5 E



Thanks a lot!



Fei XU

Market Intelligence Director – China Zone
Information et Inspiration
0033 1 47 24 75 70
fei.xu@info-inspiration.com



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