

MASKING TREND



Masks are trendy on all markets.

« Masking » has been the most searched skin care trend in Google between 2014 September and 2016 September.

Masks have been most prominent in Japan the past five years as a sustained riser.

The skin care trend was also a sustained riser in the US and France, but recently took off as a rising star in both markets.

98 Million total views for top 10 mask-related skin care videos in the U.S., Japan, and France.

Press review

Trending beauty: 'masking' top searched skin care term

By Lucy Whitehouse

07-Mar-2017 - Last updated on 07-Mar-2017 at 09:18 GMT



INSTAGRAM/RITAORA

Google has revealed that so far this year, 'masking' has been the most searched skin care trend, confirming the rising global enthusiasm for face masks.

A trend that has been propelled to international popularity partly on the back of the rise in enthusiasm for Korean beauty, facial masks are now so popular that we are seeing the emergence of a more sophisticated, 'next generation' wave of products.

Oil masks, in-shower masks and double-layer masks are all emerging as popular variations on the theme. The industry has also seen a 24k gold face mask gain media attention.

According to Google, Japan has also been instrumental in the rise of masking as a dominant international trend. Indeed, the country is now seeing the next level of masking, with products now available for legs, cuticles, hand and heels, according to a recent Glamour report.

Next generation

Masks, which are designed to follow the contours of the face for better results, have traditionally been favoured by younger generations with brands like TonyMoly (Sephora, Ulta, Urban Outfitters retailers in the US). Often, they feature bright, playful designs.

However, with the Google report confirming masking's widespread popularity, enthusiasm for masking is evidently now strong among older generations too.

THE FACIAL MASK REMAINS A COVETED BEAUTY ITEM AMONG URBAN CHINESE CONSUMERS

Published on June 8th, 2017

It seems Chinese consumers love for the sensational facial mask shows no signs of slowing. Indeed, [new research from global market intelligence agency Mintel](#) reveals that the facial mask market in China is growing at an impressive rate, with a CAGR (compound annual growth rate) of 29% in value between 2011 and 2016.

In 2016, the market saw a steady increase of 26% in growth, hitting a sales value of RMB 15,218 million, up from RMB 12,040 million in 2015. In comparison, the overall growth rate of China's beauty and personal care market stood at 8% in 2016, making the facial mask category one of the most dynamic in the country's beauty and personal care market.

Mintel estimates China's facial mask segment to grow at a CAGR of 15.8% in value over the next five years, reaching RMB 31,746 million by 2021.

Sharon Kwek, Senior Innovation and Insights Analyst of Beauty and Personal Care at Mintel, said:

"In recent years, facial masks have successfully penetrated women's facial skin care regimes in most parts of Asia, like China, South Korea, Japan and Taiwan, to name a few. **The growing usage of facial masks in wider Asia is largely because of the beauty item's ability to offer consumers different skin care benefits in a convenient manner and short turnaround time.** Today, the usage of facial masks in China is commonplace, and the so-loved item will continue to be coveted among Chinese women."

Cross-Market Trending Themes

Themes to Know



Masks



Ingredients



Devices



DIY



Bathing



Men's

Themes to Watch

think with Google

Beauty Trends
2017

Charcoal mask

Magnetic mask

Bubble mask



Sheet mask

Sleeping mask

Splash mask

Multi masking

Bubble mask

For tired / oily skin

The mask goes from a thick and opaque paste to a fine dense foam. This mask promises to deeply cleanse the epidermis, helping the cells to work faster and better by increasing blood flow.



On the market

Our solutions

EARLY BOOST

WHAT IT IS?

Early Boost combines vegetable taurine extracted from Jania Rubens with an oligofurcellaran obtained by a unique and patented technology: HTAC.

HOW DOES IT ACTS?

This "supercomplex" then becomes a fibroblast bodybuilder. For an hydrating flash, anti-fatigue, restructuring and anti-wrinkle effect. Stimulates ATP synthesis by + 50%***.



***p<0.001 Student test

Charcoal mask

For acne skin



On the market

Purifies the skin and removes all the impurities that can lodge there. It is charged with positive ions and acts as a magnet that attracts the negative ions contained in many wastes. When applying charcoal on the epidermis, sebum and impurities attach themselves to it.

Our solutions

PHYCOSACCHARIDE AC

WHAT IT IS?

A marine sugar polymer that regulates sebum, heals and reduces inflammation, combined with zinc for better control of bacterial growth.

HOW DOES IT ACTS?

Phycosaccharide AC treats acne-related skin disorders, including excess sebum production, bacterial spots, acne lesions, inflammation and scarring.

In synergy, EPS SEAMAT for an immediate matifying effect.



Magnetic mask

For mature skin

The attraction of the magnet makes it easier to remove the skin from the pollutants that clog it up. The toxins causing the premature aging of the epidermis are also recovered thanks to the combination mask + magnet.



On the market

Our solutions

PHYCOSACCHARIDE AP

WHAT IT IS?

An oligosaccharide characterised by a high degree of polymerisation to affect the skin's surface.

HOW DOES IT ACTS?

Used to cleanse your skin it removes more PM2.5 particles than conventional cleansing.



Sleeping Mask

For all skin

The mask is applied in the evening just before going to bed, so that the skin gets rid of the stress and pollution accumulated during the day and benefits from the assets all night to recharge.

On the market

Our solutions

PHYCOJUVENINE

WHAT IT IS?

A concentrate of Kombu able to maintain mitochondrial homeostasis and counter cellular ageing.

HOW DOES IT ACTS?

Phycojuvenine reactivates cellular respiration and cutaneous oxygenation to boost production of energy molecules and revitalise dermal stem cells. Fibroblasts are rejuvenated and wrinkle depth is reduced.

In synergy, HYDRANOV for an overall epidermal restructuring and hydrating action.



Multi masking

For all skin

Kit of different masks, adapted to the needs of each area of the face. Thus, we can purify the zone T, give radiance to the cheeks and prevent the appearance of signs of age on the forehead, all at the same time.



On the market

Our solutions

PHEOHYDRANE – Cheeks

It's a complete moisturizing active substance with a hydrating protective film and a strenghtening of NMF

EARTH MARINE WATER – Zone T

Refines the complexion, reducing the number of pores After applying a mask for 15 minutes

PINK PEPPERSLIM – Eyes contouring

It reactivates microcirculation (without causing warming or irritating effect) for a radiance effect of the complexion.



Splash mask

For all skin

30 seconds instead of 20 minutes! you just need to pour some product into the bottle cap, mix it with water, splash your face with this mixture and you're done. These masks with a high hydrating and regenerating power allow a quick application but a slow absorption

On the market

Our solutions

AREAUMAT PERPETUA

WHAT IT IS?

A floral water of *Helichrysum italicum* obtained by low temperature vacuum hydrodistillation.

HOW DOES IT ACTS?

It stimulates the release of a neuro-mediator with relaxing effects: β -endorphin, for an immediate calming effect, then rebuilds the skin barrier. Better armed, sensitive skins are less reactive and show less redness.



Sheet mask

For all skin

Each sheet mask will provide a targeted action on the skin: hydration, nutrition, radiance, treatment of imperfections, refinement of the skin texture ... The tissue allows a better penetration of the product into the skin.



Our solutions

RODACEA

WHAT IT IS?

A complete extract of Rhodella Violacea microalgae originally from the Island of Sylt in Germany.

HOW DOES IT ACTS?

This active ingredient, that anyone can use, protects, repairs and improves oxygenation of the skin in order to really regenerate. With its immediate and long term hydrating efficacy, the skin is significantly and visibly filled with water. Skin becomes plumper and dehydration lines are smoother.

