

Breaking News on Cosmetics Formulation & Packaging - Europe

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Cosmetics consumers looking for reassurance

By Guy Montague-Jones

06/12/2007 - Faced with a constant barrage of health scares and growing fears about the environment, the consumer is seeking reassurance when buying cosmetics, said marketing expert Micheal Gutsatz at the Natural Beauty Summit.

Uncovering the latest trends in consumer behavior, the managing director of the brand agency White Spirit told delegates last week of the emergence of the new individual.

No longer convinced that humans can control and master nature the new individual is afraid of the environmental and health threats and is seeking reassurance through purification and nature, said Gutsatz.

The marketing expert said these feelings are manifesting themselves in the cosmetics world in the desire for products with natural ingredients and formulations that are pure or risk free.

To maintain order in troubled and changing times consumers have also become increasingly concerned about their health and even consider good health and beauty as duties, said Gutsatz.

Consequently, health and beauty are becoming inseparable and leading to the development of beauty products with health benefits and anti-oxidant rich beauty foods, added the brand agency manager.

He said modern consumers are more educated and more demanding, which means they expect more and more from their products and are likely to question product claims and examine ingredient lists.

Cosmetics consumers often arrive at the cosmetics aisle with a list of ingredients to avoid and in seeking out risk free products they are likely to be attracted to labels publicising the absence of ingredients such as parabens and synthetic colours.

While explaining that the major consumer trends were feeding the growth of the organic and natural market Gutsatz warned that presentation was also vital.

The French marketing expert criticised some French organic products and retailers for rejecting marketing and presenting products in a basic fashion that is unlikely to appeal to the consumer.

He contrasted bland and sober French organic stores with the vibrant presentation of organics in the UK where the market is growing fast.

Looking ahead Gutsatz predicted that green packaging would be the next big thing and described Wal-Mart's demand that suppliers reduce their packaging as just the start of the trend.

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