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BEAUTY INC



KEEPING UP WITH THE FUTURE

**MOVE OVER MILLENNIALS: NORTH WEST LEADS
THE WAY AS A NEW GENERATION COMES OF AGE.**

THE NIGHT SHIFT

With always-on Millennials looking for a little peace and quiet, sleep is becoming one of beauty's fastest-growing categories. *By ELLEN THOMAS*

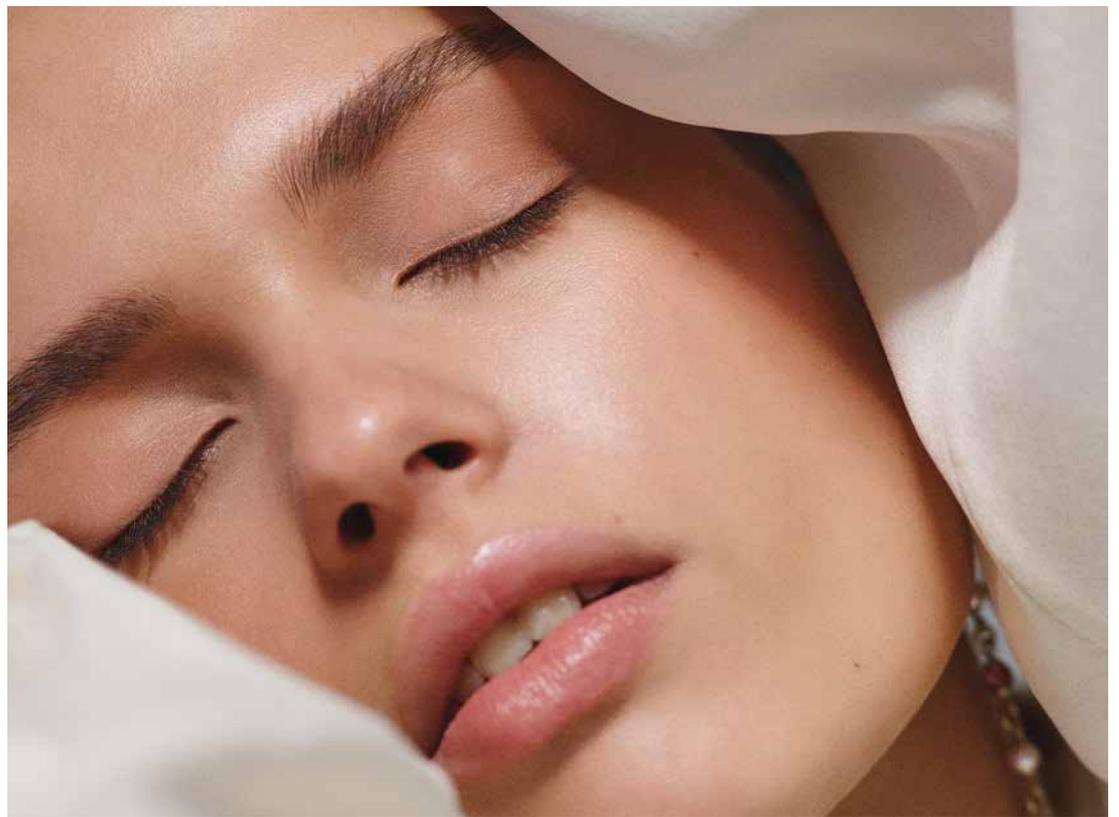
THE BURNOUT GENERATION IS waking up to the concept of beauty sleep.

Getting a good night's sleep is an age-old beauty trick for good skin, but sleep hasn't always been in fashion—before the wellness movement took hold of consumer culture and SoulCycle memberships and Juice Press bottles became status symbols, clocking under eight hours of sleep was something to brag about.

But as smartphone-dependent, always-on Millennials look for ways to unplug and chill out, sleep-oriented products are having a moment. It's not just overnight creams and sleeping packs that are trending, items designed to promote improved sleep—including supplements, aromatherapeutic mists, teas and even silk pillowcases and eye masks—are a niche but fast-growing category.

At Net-a-porter, the sleep category assortment has grown 60 percent over the last year, to just over 100 products across segments such as skin care, bath, supplements and devices, which includes pillows, pillow cases and eye masks.

"It's become a really strong category—I still find it extraordinary that one of our best-selling beauty products is a silk pillowcase," says Newby



Hands, the luxury e-tailer's beauty director. "It ties into this whole wellness trend; everyone is wanting to feel great and healthy. People are taking a multilayered approach to beauty and making sure they look good. Getting quality sleep is part of that."

Hands views sleep as a category that appeals to a wide range of consumers.

"Growth is coming from a variety of things," she says. "First and foremost there's this plague of insomnia—people are just not getting enough sleep. On another level, you've got that skin-[obsessed] beauty girl who is now much more aware of how much repairing goes on for the skin at night. We've [also] got global people who are traveling so much and just need a good night's sleep."

Best-sellers within Net-a-porter's sleep category include Slip silk pillowcases and eye masks, This

Works Deep Sleep Pillow Spray and The Nue Co Sleep Drops.

Supplements like The Nue Co's Sleep Drops are a booming business at Net-a-porter, and becoming increasingly embedded in mainstream beauty. "They are enormous—it's almost like supplements are the new serums. [Customers are] like, 'We have our wardrobe of serums, now we want our wardrobe of supplements and sleep is included in that,'" Hands says.

For wellness-oriented brands addressing issues around sleep is a no-brainer. "I was struggling with mental health issues and with sleep [because of them], and I think it's something women experience across the board," says Lo Bosworth, founder of Love Wellness.

Bosworth—herself a Millennial—relaunched her direct-to-consumer feminine-care brand in

THE SLEEP AIDS

A slew of recent launches—from supplements to silk pillowcases—promote a better or more restful sleep.



This Works Deep Sleep Shower Gel, \$28



Slip pillowcase, \$85; eye mask, \$50



Olly The Beauty Sleep, \$13.99



Pursoma Banana Leaf x Chamomile Sweet Sleep Calming Tea, \$24



Pacifica Wake Up Beautiful Nighttime Dream Prep, \$9.99

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August to focus on overall wellness, targeted specifically at women of her generation. One of the new bestsellers is Lights Out, a sleep aid formulated with magnesium, melatonin and valerian root.

“Getting more sleep or getting enough sleep is an important part of self-care,” Bosworth says.

Olly, another Millennial-oriented supplement company that sells in mass and natural channel retailers such as Target, CVS and Whole Foods, has also found success in the sleep category.

“There’s been a lot of attention in the media around sleep being a pillar of health, and it’s something we see as a pillar of our brand,” says Taryn Forreli, vice president of product at Olly.

Forreli notes that the brand’s Restful Sleep gummy, comprised of melatonin and L-theanine, is its top seller. In April, Olly will launch The Beauty Sleep, a combination of melatonin and ceramides. While Restful Sleep is a more traditional sleep aid that contains a high dose of sleep-inducing melatonin, Beauty Sleep is meant to act as a “night cream-equivalent supplement” with the addition of moisture-locking ceramides.

Sleep is a category that is not only generating a flurry of new products—recent launches include Dr. Barbara Sturm’s Sleep Food, Moon Juice Night Beauty and Pacifica Wake Up Beautiful powder—but it has also caught the attention of the investment community. The Nue Co., which makes luxury nutritional supplements geared toward beauty, including Net-a-porter’s best-selling Sleep Drops, raised \$1.5 million in seed funding last year.

This Works was a pioneer in the category, and its original Pillow Spray, spawned an entire category for the brand. Today, This Works Deep Sleep Spray has become a hero product, followed by other iterations such as the Sleep Power Nap Spray and Sleep Plus Pillow Spray, which target different sleep issues. There is even Baby Sleep Pillow Spray, an ultra-gentle formulation designed for children.

“This Works started as a beauty brand, but they were doing something that was so intuitive and

that no one else was doing,” says Rich Gersten of private equity firm Tengram Capital Partners, which bought the brand in 2015. “The notion of your skin will look better and you’ll be more beautiful if you get a good night’s sleep had been around, but no one was going after it as a market opportunity.

“Sleep was treated by drug and over-the-counter products,” he continues, “but there was nothing positioned in beauty—it was like, if you need help sleeping, take an Ambien.”

This Works approaches sleep from a 24-hour perspective, with a product lineup that includes skin care designed for sleeping, anti-stress, detoxing and—most recently—waking up in the morning.

While the majority of skin-care brands can boast an overnight sleeping cream or mask, nontraditional beauty products—sleep sprays, for instance—are still a big white space in beauty, believes Gersten. “Just saying a night cream is a sleeping product isn’t right—that’s something to put on before you go to sleep,” he says.

“Specifically angling at something that helps your sleep is white space for innovation.”

The future of the sleep category lies in this kind of customization and segmentation—products tailored to different kinds of sleep issues, Hands says.

De Mamiel, which is sold on Net-a-porter and launched last year in the U.S. at Barneys New York, is one brand that is already offering custom sleep solutions. The Sleep Series consists of six essential-oil-based products blended by founder Annee de Mamiel, a holistic facialist, acupuncturist and aromatherapist. Each blend targets a different sleep issue—for instance, Settle is for those who have trouble falling asleep, and Anchor is for tossing and turning. The Sleep Series is sold alongside De Mamiel’s traditional skin-care products, such as balms and serums.

Says De Mamiel of her Sleep Series, “Being in clinic all the time, I’m looking very much at the effect of stress on beauty, and the one thing that is consistent with all my patients is that 95 percent of them saw changes in skin when they weren’t sleeping well.” ■



Love Wellness
Lights Out, \$19.99



Dr. Barbara Sturm
Sleep Food, \$95



Moon Juice Night
Beauty, \$65



De Mamiel Sleep
Series Settle, \$65